eValuate Report (Public) - Fall 2014

College of Business

Course: MKT 3013-900

Section Title: Principles of Marketing

Instructor: Aaron Gleiberman

Total Enrollment: 69

Course Level: 3000

Section Size: Large 26-9999

Question	Level	Mean Response	Median Response	Standard Deviation	ZScore	Responses	Percent #1	Percent #2	Percent #3	Percent #4	Percent #5	Dept Rank	College Rank
1. The course was well organized	INDIVIDUAL	4.34286	5	1.05560		35	2.86	5.71	8.57	20.00	62.86	53.33	55.88
	DEPARTMENT	4.07167	4	0.94008		586	1.88	6.48	10.07	45.73	35.84		
	SIMILAR_COL	4.00058	4	1.01263	0.15	1,732	3.06	7.16	11.37	43.48	34.93		
	COLLEGE	3.99487	4	1.05325	0.18	4,875	3.61	7.53	11.47	40.55	36.84		
2. Instructor made good use of examples and illustrations	INDIVIDUAL	4.51429	5	0.88688		35	0.00	5.71	8.57	14.29	71.43	66.67	63.24
	DEPARTMENT	4.15726	4	1.00302		585	2.56	5.81	10.77	35.04	45.81		
	SIMILAR_COL	3.96813	4	1.10421	0.29	1,726	4.17	8.23	12.86	36.10	38.64		
	COLLEGE	4.00615	4	1.08216	0.31	4,875	3.94	7.12	13.25	35.77	39.92		
3. Instructor stimulated class participation	INDIVIDUAL	4.62857	5	0.77024		35	0.00	2.86	8.57	11.43	77.14	73.33	76.47
	DEPARTMENT	3.97436	4	1.14274		585	4.27	9.57	12.14	32.48	41.54		
	SIMILAR_COL	3.87963	4	1.18056	0.52	1,728	5.79	9.14	14.24	32.99	37.85		
	COLLEGE	3.92531	4	1.13467	0.54	4,860	4.75	7.86	16.28	32.33	38.79		
4. Instructor encouraged questions and answered them effectively	INDIVIDUAL	4.62857	5	0.68966		35	0.00	0.00	11.43	14.29	74.29	73.33	72.06
	DEPARTMENT	4.04460	4	0.99556		583	1.72	6.69	16.98	34.65	39.97		
	SIMILAR_COL	3.96806	4	1.09546	0.42	1,722	3.77	8.13	14.58	34.55	38.97		
	COLLEGE	4.00371	4	1.08819	0.47	4,850	3.88	7.11	14.41	33.96	40.64		
7. Instructor gave useful and timely feedback on the results of assignments and exams	INDIVIDUAL	4.35294	5	1.01152		34	0.00	8.82	11.76	14.71	64.71	53.33	50.00
	DEPARTMENT	4.14777	4	0.91393		582	1.89	4.30	11.17	42.44	40.21		
	SIMILAR_COL	3.97329	4	1.06793	0.16	1,722	3.72	7.67	13.07	38.68	36.88		
	COLLEGE	3.99588	4	1.09005	0.19	4,857	3.89	7.16	14.76	33.83	40.35		

Response Key

1. The course was well organized	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
2. Instructor made good use of examples and illustrations	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
3. Instructor stimulated class participation	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
4. Instructor encouraged questions and answered them effectively	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
7. Instructor gave useful and timely feedback on the results of assignments and exams	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree