

Zhenning Xu

MKTG 4060-60 Marketing Channels (82262) CRN: 82262
No. of responses = 9 Enrolled: 16 Term: Fall 2021

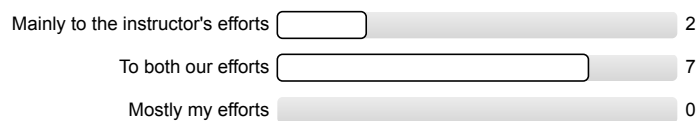


CSU Bakersfield

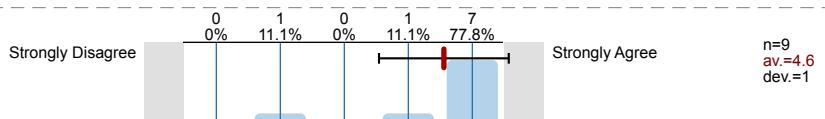
Survey Results

1. Overall

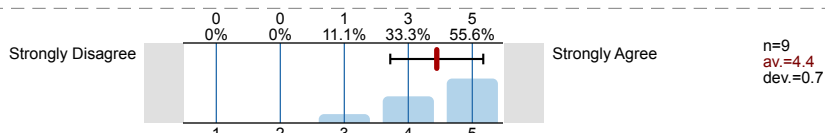
1.1) What I learned in this course was due



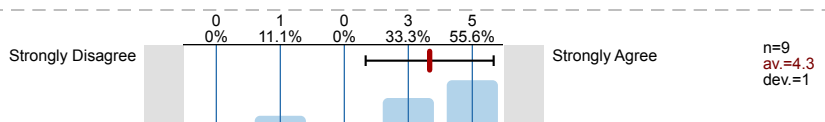
1.2) Course activities increased my understanding of the course subject.



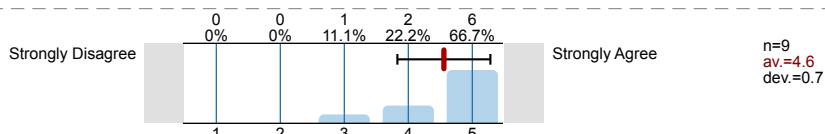
1.3) The course content matched syllabus



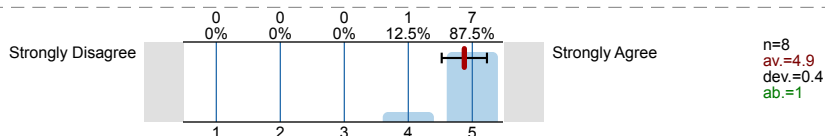
1.4) The grading system was clear.



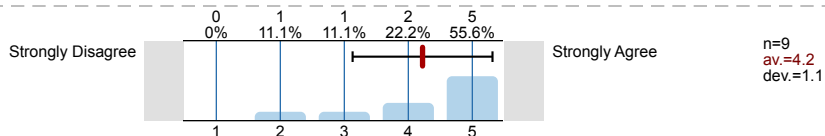
1.5) The course had clear learning goals and objectives.



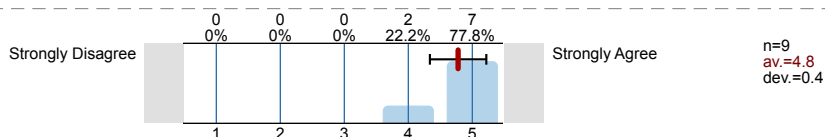
1.6) The instructor was enthusiastic about teaching this subject.



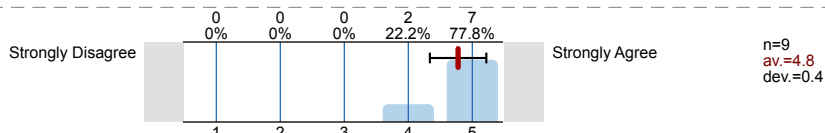
1.7) The instructor gave clear and helpful explanations.



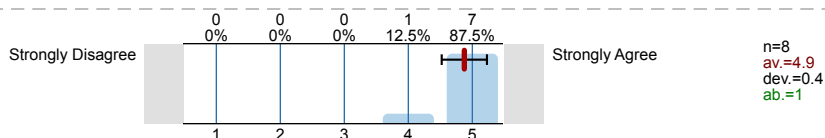
1.8) The instructor was prepared.



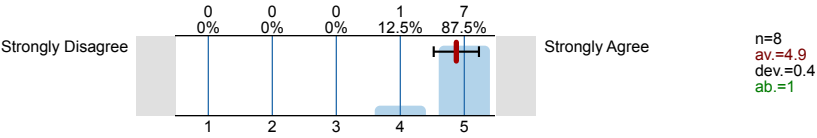
1.9) The instructor positively engaged students in the learning process.



1.10) The instructor was available for help during office hours.



1.11) The instructor provided useful feedback of my performance in this course.



Comments Report

2. Student feedback

2.1) What were the strengths of the course and/or instructor?

- Gave good feedback and experience. He was very understandable throughout the semester.
- Great Professor, Had other courses with him before!
- He was every enthusiastic and understood if we needed more time.
- Jimmy is very knowledgeable in the digital marketing field and really helps you understand much of the marketing strategies out there.
- Professor Xu is very passionate about teaching marketing and always makes himself available for helping students in any way he can. He makes his class flexible to be able to expand on topics that we may need more time understanding and getting through and he really wants his students to have a good learning experience and to have fun along the way.
- The strengths are that the professor is always prepared and cares about the students grades and how they are doing
- The strengths of the course was the team project and teams working with real world companies. I believe it provided great knowledge of how to work with small organizations and how to work with others. Also the class projects were great tools to show future employers our skills and accomplishments.
- This course offers many useful skills that can be applied to future circumstances, and the professor is gives many hands on learning instructions.

2.2) What suggestions for improvement do you have for the course and/or instructor?

- I would say possibly less group assignments throughout the semester and having the syllabus laid out in a more clear way to allow for students to better plan their assignments.
- Maybe less confusing group projects, the directions should be more concise as well
- One suggestions for me would be partnering with more local clients for the final presentation.
- Organize canvas better.
- Sometimes we were unsure what we were supposed to be doing so to make the assignments more clear.
- Updating the Course workbook before class

2.3) Would you recommend this instructor? Why or why not?

- Yes
- Yes I would recommend this instructor. Professor Xu is very nice and so enthusiastic about the course he is teaching and about helping students take real life skills with them from his class that they can use in a future career. I have really enjoyed this class with professor Xu.
- Yes, He is very helpful and always responds in time.
- Yes, I would definitely recommended this instructor I learned a lot useful skills which I will use later in my career. I love how passionate he is about the subject he teaches and how much he cares for us to be successful.
- Yes, he has a lot of background in what he teaches. He was really nice chill professor.
- Yes, he is very kind and is always willing to help the students weather it is for extensions or questions.
- Yes, he makes the class easy and fun and helps with resume and career advice
- Yes, i would recommend this professor, he is very helpful and makes sure the material is understood and offers many opportunities to develop skills for future uses.
- yes, very helpful and understanding.

2.4) Use the space below to add any additional comments about this course and/or instructor.

- N/A
- No additional comments at this time.