

Zhenning Xu

MKTG 4000-01 Marketing Research and Control (82128)

CRN: 82128

No. of responses = 9 Enrolled: 15 Term: Fall 2020

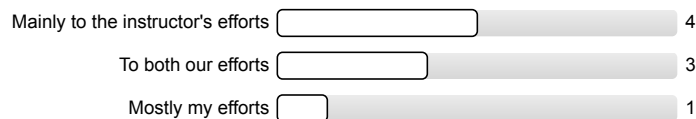


CSU Bakersfield

Survey Results

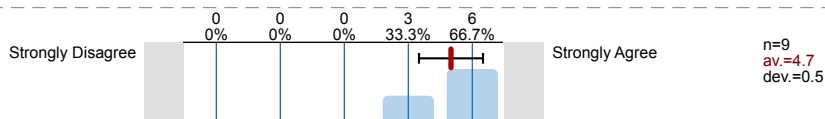
1. Overall

1.1) What I learned in this course was due

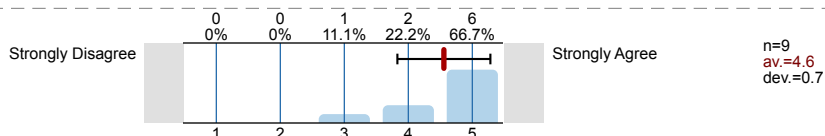


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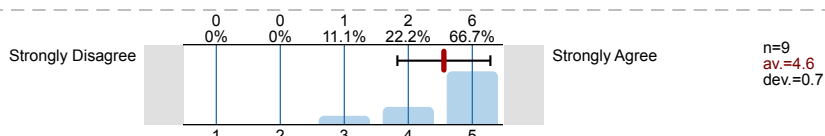
1.2) Course activities increased my understanding of the course subject.



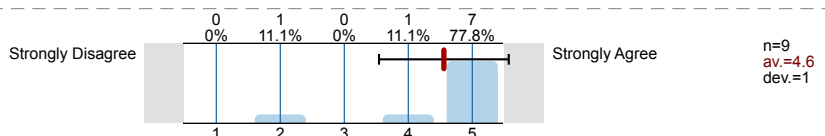
1.3) The course content matched syllabus



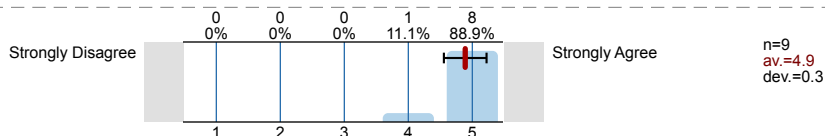
1.4) The grading system was clear.



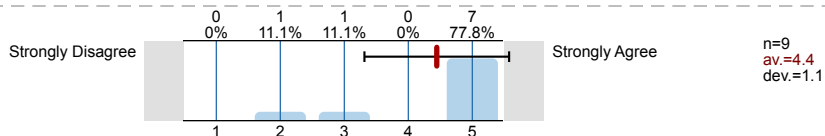
1.5) The course had clear learning goals and objectives.



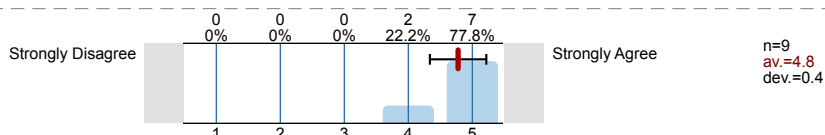
1.6) The instructor was enthusiastic about teaching this subject.



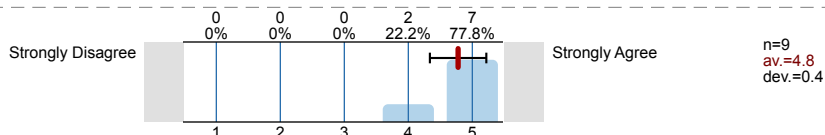
1.7) The instructor gave clear and helpful explanations.



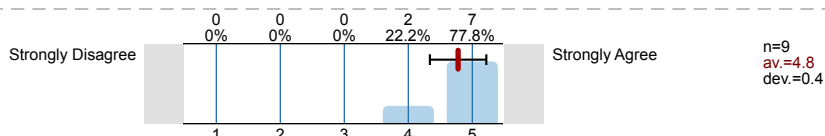
1.8) The instructor was prepared.



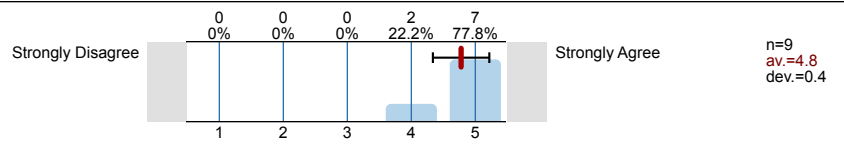
1.9) The instructor positively engaged students in the learning process.



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?

- Everything was amazing in this class i have absolutely no complaints about this. It is highly innovative and informative to everyone. He adopted Computer science to Marketing majors and was very smooth.
- He has a deep understanding of his students, and a deep compassion for learning. He loves the subject and always wants to learn more when it comes to the software, and always wants to teach us something beneficial to our future.
- He was very knowledgeable about the material. He provided learning material that was free and we didn't need a textbook. That's a huge advantage.
- Professor Jimmy strengths is his communication and preparedness.
- The in class activities and not by students but by the Professor. This class is technical and there were challenging things to learn. He would perform the assignment and explain step by step how to do it. He gave us accompanying tutorials for these assignments and links from different sources to get a deeper understanding. He was available on weekends and would help us solve programming questions. For each assignment good or bad he provided helpful feedback. He is friendly, polite and approachable. He really is trying to help his students learn and prepare themselves for their career.
- This professor was always trying to get everyone involved and genuinely cared about his students grade and well-being. He is constantly reassuring everyone to ask for help and to not hesitate stopping by his office hours or asking for help. He is really enthusiastic about his content and can tell he loves what he does. He even is willing to schedule office hours on the weekend, that is how much he cares.

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

- N/A.
- No suggestions. This class was perfectly taught
- None amazing professor who calculates improvements with his surveys which actively assist participation. He also utilizes social media platforms for students to get to know each other which was amazing considering we had no clue who we were working with this year. Smart professor amazing and understanding .
- Stay on track and be sure to give us ample time to work as a group or break out session to work on the activity. Often we got off track and wrapped in conversations. They related to the class, but they dragged into our learning time.
- The only suggestion is for him to never change his love for teaching.
- none, he does an excellent job and anyone who says differently doesn't participate, try to dig a little deeper and understand the material, they give up too easily or are just lazy. He does his best to help everyone.
- probably being a little bit more organized on canvas, it was a bit confusing trying to work on assignments.

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

- Absolutely, hands down, 100%, would recommend. He is the absolute best professor. He is so caring, is so understanding, and is so easy to work with.
- Throughout my higher educational career, this professor has been the best professor I have had. He goes above and beyond for each one of his students. During this stretch of corona he understood my situation and gave me chances to get back into the course and I have a new reason to finish and graduate, thanks Professor!
- Yes (2 Counts)
- Yes, as he says in class he is not there to make you a better exam taker but to prepare you for your career and teach you relevant things. For instance, he is teaching things that other similar courses in college are not. Those colleges are teaching from books that are more than ten years old. In this field that is technology driven that is unacceptable as you will not know any of the current marketing tools. In addition, he wrote his own text book.
- Yes. He is a good instructor/man and just wants his students to succeed. He encourages all of his students to participate and gives great feedback. I truly do recommend him and hope other people can see his good work.

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

- Due to these unprecedented times, I understand everyone is making adjustments, including instructors. But, he did a wonderful job on accommodating his students and the way he structures his class due to COVID-19 worked really well.
- Please never stop telling stories, and keep being your lovely self.