

## Zhenning Xu

MKTG 3000-63 Marketing Principles (32624) CRN: 32624  
No. of responses = 17 Enrolled: 34 Term: Spring 2021

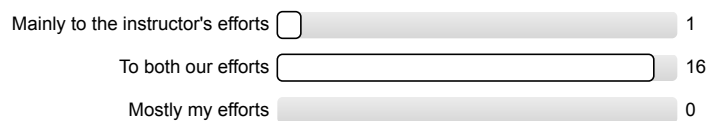


CSU Bakersfield

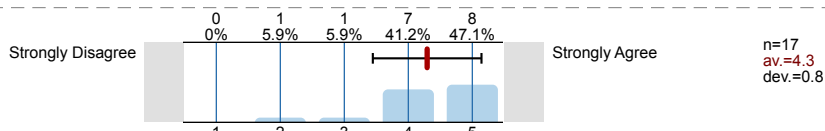
## Survey Results

## 1. Overall

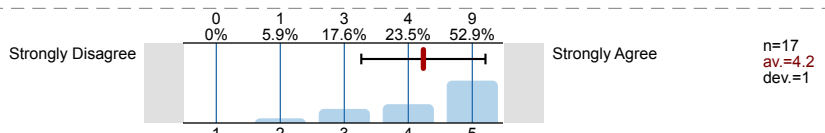
1.1) What I learned in this course was due



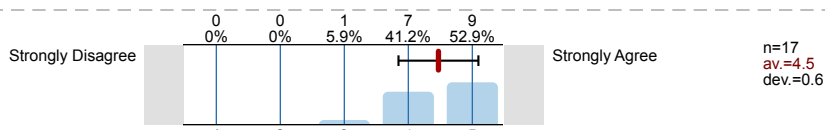
1.2) Course activities increased my understanding of the course subject.



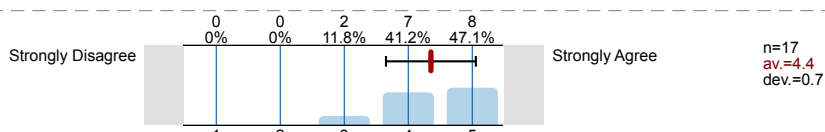
1.3) The course content matched syllabus



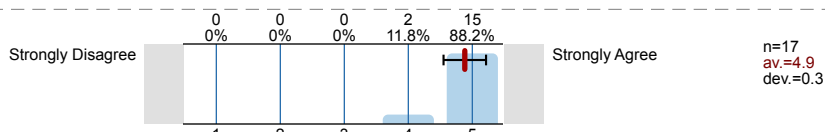
1.4) The grading system was clear.



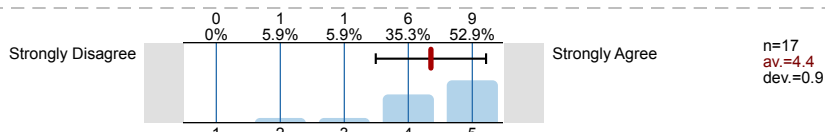
1.5) The course had clear learning goals and objectives.



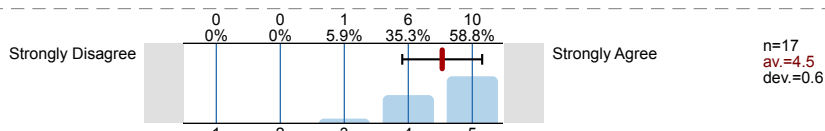
1.6) The instructor was enthusiastic about teaching this subject.



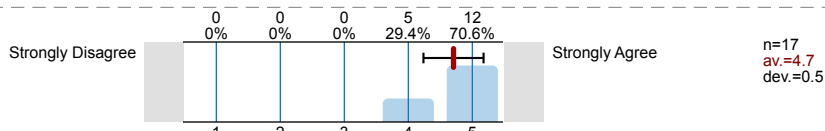
1.7) The instructor gave clear and helpful explanations.



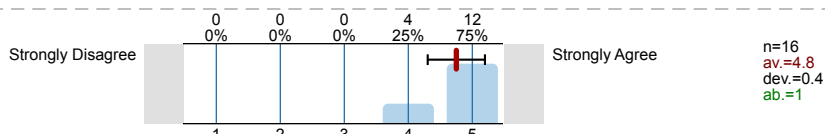
1.8) The instructor was prepared.



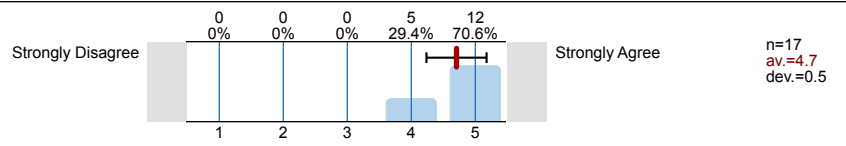
1.9) The instructor positively engaged students in the learning process.



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?

- He did a very great job explaining the material. He was also very understanding with our personal lives especially throughout a pandemic.
- His knowledge of his course
- Professor Xu best strength is his genuine interest on student learning.
- Professor Xu makes it clear that he loves what he teaches and wants to help us as much as possible. What really weighs the class down is the lack of student engagement. No doubt in my mind that this course would've been much more enjoyable had it been in a physical class room.
- The instructor provided many real life examples that help relate marketing strategies to actual relatable situations that made it easier to comprehend.
- The instructor was amazing. This was my first semester at CSUB. i can't stress enough of how much i wish every teacher was like my marketing professor!!! He was helpful, knowledgeable and also knew the circumstances us students had to find ways of this new social distancing. I'm not a marketing major but his class made me wonder why didn't i chose minor marketing.
- The professor made the learning material very applicable to our futures, whether we were marketing majors or not. He also taught us practical tools rather than just teaching from a textbook.
- The professor really was enthusiastic to teach us the course material and important information for our careers. He also did a good job of engaging the whole class to participate and creating group projects.
- The professor truly cares for this course and I feel cares about the students learning the content and understanding it.
- There were a lot of extra credit opportunities, the instructor gave us a lot of feedback for our assignments.
- Very straight-forward and knowledgeable
- Very understanding

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

- At the beginning of the semester, I found it difficult to keep up with Professor Xu's advanced marketing jargon and definitions. I think sometimes he forgets that this is an Introduction to Marketing course; My only suggestion to Professor Xu is that he needs to make sure that his students are understanding what he is talking about. If necessary, it is important to review the most important definitions in the book before proceeding with the assignments and course material. Many students are lost because of this. Other than that, he is an amazing instructor.
- Honestly he doesn't need improvements he is such a great professor.
- I have no suggestions, the course is well laid out as it is.
- I suggest that he stays organized with the course material being learned each week by clearly stating the chapters being taught, and the assignments due that week. Also possibly explaining some harder concepts better by spending more time on them.
- Increased notice of deadlines and due-dates.
- Maybe a little more organization.
- More project using different applications
- Nothing.
- Organizing lectures and powerpoint presentation more accordingly to the textbook.
- Towards the end of the semester, he started posting a weekly checklist. That was very helpful for me, and I wish he did that all semester.
- slow down in teaching its material since it could new information to some students

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

- I would definitely recommend this instructor he is super passionate about the subject and truly cares about his students.
- I would definitely recommend this professor. This is the second time I have had him and I believe is one of the best professors here at CSUB.
- I would recommend this instructor because he was very understanding towards student's needs and learning. He went beyond teaching than just material. He made it relevant to our futures and how to use what we learned in our workplaces.
- Of course. i actually recommended him to my best friend but he didn't have this class available for summer!! He really lost out on a great professor.
- Yes because he's very understanding.
- Yes, because he knows the course material well and does a great job teaching the material, and even some additional important information.
- Yes, it's fun and helpful

- Yes, was very helpful during the lockdown and quarantine. Very understanding to his students.
- Yes. Because the professor makes the class easy.
- Yes. He loves and understands the material he is teaching. He loves seeing his students succeed.

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

- Great course! Very pleased with the knowledge I obtained from this course.
- Overall good Professor to talk to. Gives good advice when looking for a job or internship.
- Professor Xu is awesome.
- Thank you for a good semester
- Thank you for a great semester professor
- This professor made the class engaging and interesting. I am hopeful to cross paths with him again some day.