Zhenning Xu

MKTG 6000-60 Marketing Management (32661) CRN: 32661
No. of responses = 18 Enrolled: 32 Term: Spring 2021
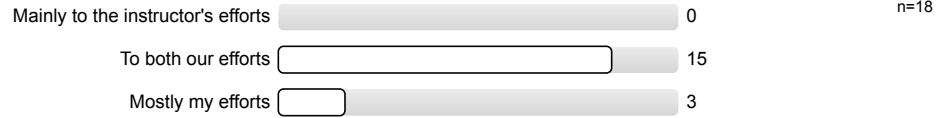
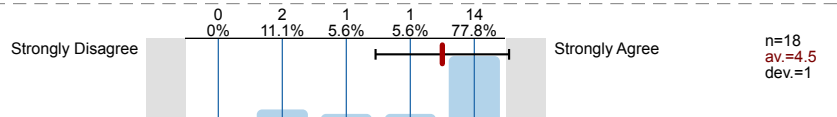**CSU Bakersfield**

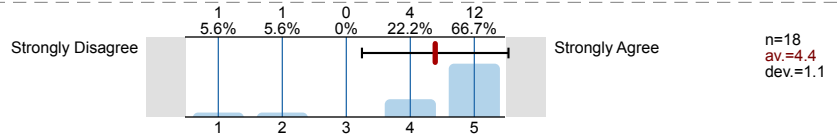## Survey Results

1. Overall
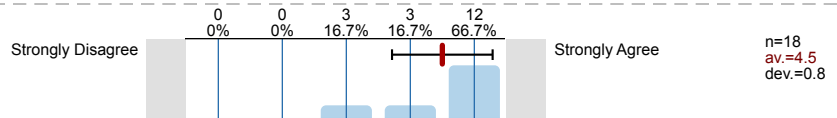
1.1) What I learned in this course was due

		n=18
Mainly to the instructor's efforts		0
To both our efforts		15
Mostly my efforts		3

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

	0	2	1	1	14	
	0%	11.1%	5.6%	5.6%	77.8%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=18
av.=4.5
dev.=1

1.3) The course content matched syllabus

	1	1	0	4	12	
	5.6%	5.6%	0%	22.2%	66.7%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=18
av.=4.4
dev.=1.1

1.4) The grading system was clear.

	0	0	3	3	12	
	0%	0%	16.7%	16.7%	66.7%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=18
av.=4.5
dev.=0.8

1.5) The course had clear learning goals and objectives.

	1	2	1	2	12	
	5.6%	11.1%	5.6%	11.1%	66.7%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=18
av.=4.2
dev.=1.3
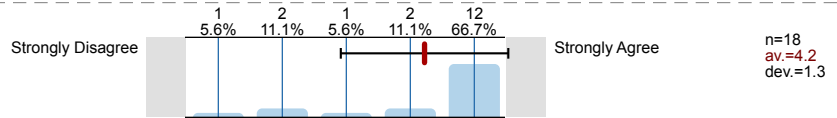
1.6) The instructor was enthusiastic about teaching this subject.

	0	0	0	1	15	
	0%	0%	0%	6.3%	93.8%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=16
av.=4.9
dev.=0.3
ab.=1
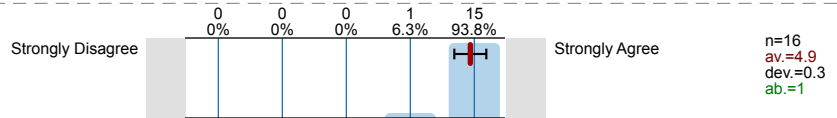
1.7) The instructor gave clear and helpful explanations.

	2	2	2	3	9	
	11.1%	11.1%	11.1%	16.7%	50%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=18
av.=3.8
dev.=1.5
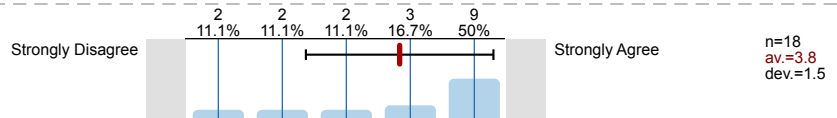
1.8) The instructor was prepared.

	0	1	1	2	14	
	0%	5.6%	5.6%	11.1%	77.8%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=18
av.=4.6
dev.=0.8
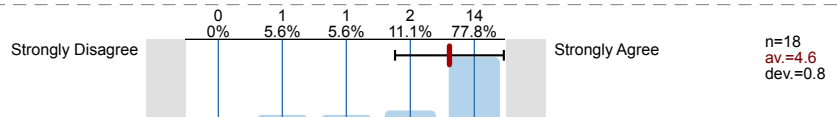
1.9) The instructor positively engaged students in the learning process.

	0	0	1	3	13	
	0%	0%	5.9%	17.6%	76.5%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=17
av.=4.7
dev.=0.6
ab.=1
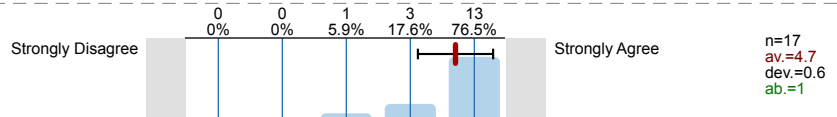
1.10) The instructor was available for help during office hours.

	0	0	0	2	15	
	0%	0%	0%	11.8%	88.2%	
Strongly Disagree	1	2	3	4	5	Strongly Agree

n=17
av.=4.9
dev.=0.3
ab.=1
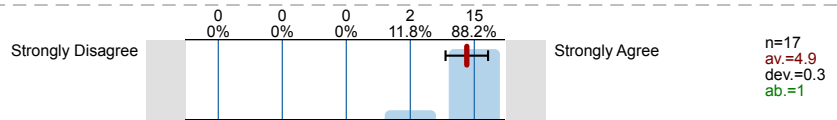
1.11) The instructor provided useful feedback of my performance in this course.

| | 0 | 1 | 2 | 1 | 14 |
| | 0% | 5.6% | 11.1% | 5.6% | 77.8% |

Strongly Disagree

Strongly Agree

n=18
av.=4.6
dev.=0.9

1 2 3 4 5
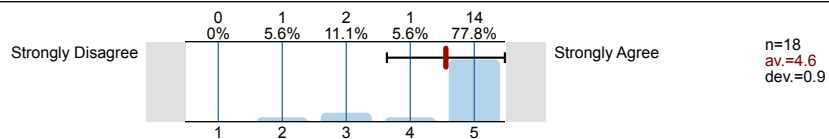
Comments Report

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2. Student feedback

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

- Dr. Xu is a very good professor and great person. His passion and expertise for the subject are obvious and appreciated. He always had a positive attitude and was very patient. He was a fair grader and was understanding of the difficulty of balancing work/school/life.

- Dr. Xu is extremely enthusiastic. He loves passing on his knowledge and teaching. He is extremely gifted in analytics.

- Great communication and response time via email. Set time available for zoom if needed as well.

- He was very energetic and enthusiastic about the subject. He was also always available to answer questions which helped a lot.

- His passion in the topic and willingness to help students.

- Honestly everything from learning objectives to his manner of teaching and student interaction.

- I enjoyed the class interactions and group work, and Dr. Xu was a great professor.

- I love the enthusiasm the professor had !

- Instructor is very knowledgeable about data analytics and marketing analytics. I think he would be amazing at a course that focuses on this subject.

- Instructor very enthusiastic, seems to have a passion for sharing/teaching.

- Professor Xu was very enthusiastic about the course and was excited to share his enthusiasm with his students.

- Provided useful feedback and was open for office hours if necessary. He was also open to suggestions and feedback and was willing to change due dates if the class needed time.

- The instructor supplemented the course with plenty of online SEO tools and data analysis tools.

- The professor showed a high amount of enthusiasm and interest for the subject material; I greatly enjoyed the additional context the professor brought to the subject. My perspective of the scope and practice of Marketing was greatly enhanced.

- The professor was very open to our I interpretation of certain aspects of the course. He was ALWAYS available to help and emailed us back FAST... somethings within minutes!

- The types of assignments we had

- Very helpful and attentive with students. Also very understanding and will to work with you. Lastly, he's very quick to respond to any questions.

- he was so organized and structured. learning the structure was challenging, but it helped out so much.

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

- Focus on certain topics rather than ample at one time.

- He needs to have more clear lectures because his lectures are VERY confusing. Also his instructions are not clear and students are left to guess about assignments. Lectures are very long and amount of work it's too much. Quality would be helpful for students to understand the subjects instead of the quantity.

- I can not think of any suggestions.

- I didn't get much from student feedback.

- I think this course needs more marketing and less analytics since it is a marketing course

- I think this professor should only teach in-person or synchronous courses. He is very passionate and knowledgeable. His written material does not always make sense and contradicts itself. He often changed what was in writing during the optional lecture after it had been released in writing.

- I would suggest using the first week to teach your course structure and assignment timelines.

- If I had one suggestion, I would build the marketing curriculum around one data tool, such as R Reports, so that students can excel in one tool only and have several sample projects built around the tool. Referring to multiple tools was not problematic, but it would be better to focus on one tool so the students could be very skilled by the end of the course.

- Instructions for assignments were wordy and hard to read. Participation via zoom calls should not be 'recommended' for a fully online course. Large workload w frequent changes.

- Just a clear list separate form canvas that has all assignments and due dates.

- More course organization within the modules assigned. Many of the work assigned was cluttered and was difficult to understand what exactly needed to be turned in.

- The assignments were very unclear. He would mention was was due in a few different locations and they wouldn't de the same assignments. I felt like I always had to email him and ask for clarification.

- The class was not well suited for asynchronous instruction. The optional meetings felt mandatory and many of the assignments were not clear unless you were at one of the optional meetings. Also, I wish the due dates and assignment characteristics were consistent. Professor Xu would always change them in attempt to help us, but it did the opposite because there was no consistency.

- To be mindful of people's work, school and life balance since we are all employed for the most part
Extensive discussion topics felt like projects that were done weekly which is extensive on its own.

- Unfortunately I do not have any suggestions, but I can say that I think he is a great professor or instructor.

- While the instructions were always thorough, sometimes they were confusing. This is necessarily the professor's fault, as part of the problem is just knowing where to look for information on Canvas.

  At times it felt like the workload was a lot, especially during the first half of the semester, but it seemed to balance out of the second half.

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

- Dr. Xu was a great instructor who made it clear that he wanted the students to learn and succeed even outside of the course. He often would show us how the tools or processes we've considered, can be used to shape and enhance our career pathways.

- I would absolutely recommend Dr. Xu. He really cares for his students. It's important to him not only that they do well in his course, but also that they are learning skills that will be benefit them in their career.

- I would not recommend this instructor if the class was asynchronous. However, he would be fine for a synchronous class.

- I would strongly recommend him for in-person or synchronous courses. I would not recommend him for an asynchronous course.

- No, assignment and work load also confused directions that were not clear

- No, only due to the clarity issues w instructions for the online course. May be better in hybrid course.

- No. He's class it's so confusing and his written instructions are not clear either. I don't feel like I learned a lot.

- Yes I would. He was great!

- Yes because he is so helpful and wants to teach.

- Yes he was fun and always available

- Yes! Makes class very interesting.

- Yes, I would. Dr. Xu is a great teacher and I learned a lot in this class.

- Yes, because he was friendly, flexible, and helpful to his student.

- Yes, very helpful and wants his students to learn. Does a great job of teaching through assignments with a variety of tasks.

- Yes, very insightful and always willing to share his knowledge with students.

- Yes. He seems very eager to help his student learn the subject.

- Yes. Instructor is very informative.

- yes. defintely. one of the most engaging classes i have ever had. kept me on my toes the whole time.

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

- 10/10. Really enjoyed it.,

- Dr. Zhenning Xu was one of the best if not the best professor that I have interacted with during my 6yrs total at CSUB. He is very knowledgeable and it is clear he wants his students to reap all the benefits that he has to offer. He is a patient person with a kind heart and a challenging mind which I truly appreciated. Data analytics is achievable thanks to him. Thank you Dr. Zhenning Xu for a great semester.

- Great class and topics that can be applied to work!

- I have a lot of respect for professor Xu and think he can add a lot to your skillset. If you are interested in learning about data analytics, he is an amazing instructor. If you are looking for general marketing, you may want to take a different course.

- I learned a lot with Dr. Xu - it was an enjoyable course all around.

- Na

- Thank you, Dr. Xu!

- n/a