Zhenning Xu
MKTG 4000-01 Marketing Research and Control (32566)
CRN: 32566
No. of responses = 6 Enrolled: 15 Term: Spring 2020
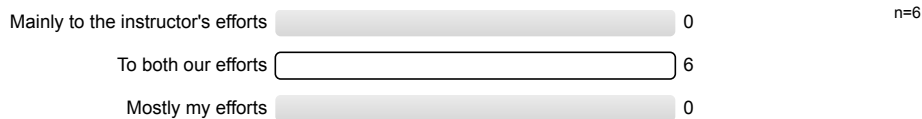
CSU Bakersfield
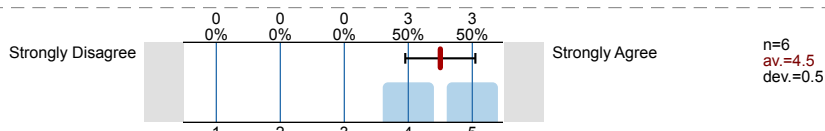
Survey Results

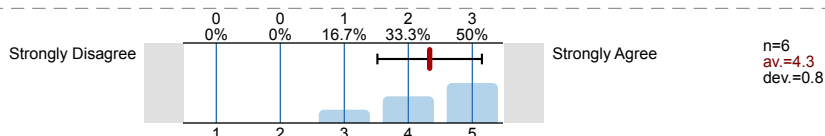## 1. Overall
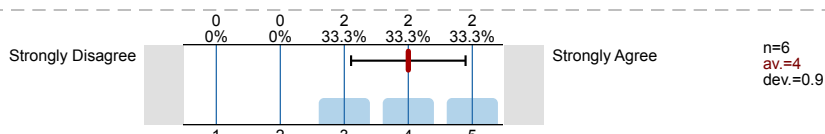
1.1) What I learned in this course was due

n=6

Mainly to the instructor's efforts	0
To both our efforts	6
Mostly my efforts	0

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

Strongly Disagree — Strongly Agree

0 0%	0 0%	0 0%	3 50%	3 50%
1	2	3	4	5

n=6
av.=4.5
dev.=0.5

1.3) The course content matched syllabus

Strongly Disagree — Strongly Agree

0 0%	0 0%	1 16.7%	2 33.3%	3 50%
1	2	3	4	5

n=6
av.=4.3
dev.=0.8

1.4) The grading system was clear.

Strongly Disagree — Strongly Agree

0 0%	0 0%	2 33.3%	2 33.3%	2 33.3%
1	2	3	4	5

n=6
av.=4
dev.=0.9

1.5) The course had clear learning goals and objectives.

Strongly Disagree — Strongly Agree

0 0%	0 0%	1 16.7%	2 33.3%	3 50%
1	2	3	4	5

n=6
av.=4.3
dev.=0.8
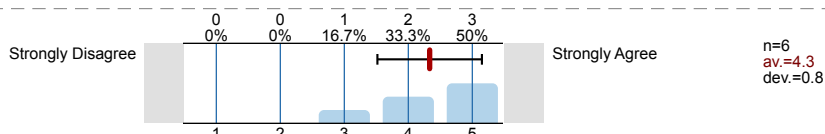
1.6) The instructor was enthusiastic about teaching this subject.

Strongly Disagree — Strongly Agree

0 0%	0 0%	0 0%	2 33.3%	4 66.7%
1	2	3	4	5

n=6
av.=4.7
dev.=0.5
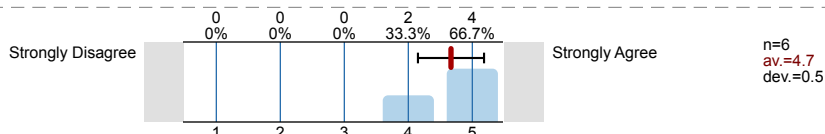
1.7) The instructor gave clear and helpful explanations.

Strongly Disagree — Strongly Agree

0 0%	0 0%	1 16.7%	3 50%	2 33.3%
1	2	3	4	5

n=6
av.=4.2
dev.=0.8
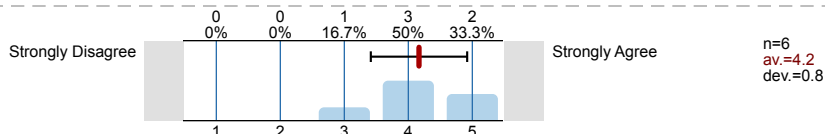
1.8) The instructor was prepared.

Strongly Disagree — Strongly Agree

0 0%	0 0%	0 0%	2 33.3%	4 66.7%
1	2	3	4	5

n=6
av.=4.7
dev.=0.5
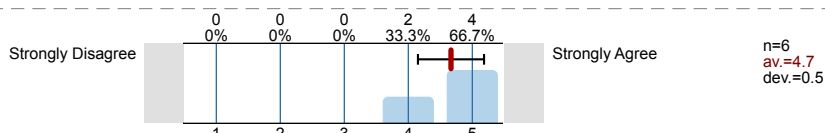
1.9) The instructor positively engaged students in the learning process.

Strongly Disagree — Strongly Agree

0 0%	0 0%	0 0%	3 50%	3 50%
1	2	3	4	5

n=6
av.=4.5
dev.=0.5
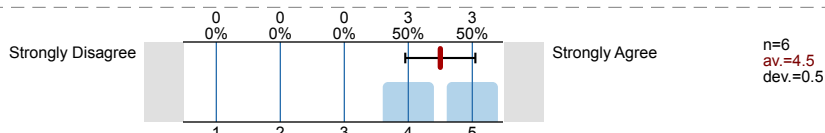
1.10) The instructor was available for help during office hours.

Strongly Disagree — Strongly Agree

0 0%	0 0%	1 16.7%	2 33.3%	3 50%
1	2	3	4	5

n=6
av.=4.3
dev.=0.8
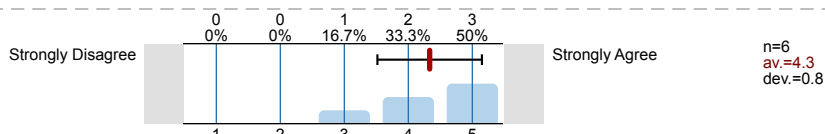
1.11) The instructor provided useful feedback of my performance in this course.

Strongly Disagree — Strongly Agree

0 0%	0 0%	0 0%	3 50%	3 50%
1	2	3	4	5

n=6
av.=4.5
dev.=0.5
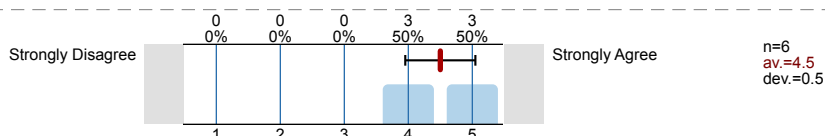
Comments Report

---

2. Student feedback

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

- Jimmy Xu is a true professor. He pushes his students to become better than they can ever imagine. He introduced R-studio (coding) into my life and I will never forget how fun it was to understand something that i never thought I would comprehend. He will help any student that asks for his help. He gives great feed back and makes us feel comfortable to make mistakes. Because he taught me that making mistakes is part of the learning process.

- The feedback he would give me.

- The strengths of this course was the Face-to-face help. When learning on hand activities, he was extremely helpful! Another strength was the discussion questions. That really helped me learn and understand the concept.

- This course help me expand my knowledge on R-Studios and how to apply my findings to real life situation. The instructor knows his stuff, he is very enthused about the topics especially R-studios.

- Very helpful professor. He makes sure all students understand the topics he is teaching and has allowed late submissions for assignments. He is fully engaged and passionate about marketing and really wants his students to succeed.

- the hands-on activities and proactive help of the instructor in general

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

- I would suggest that when he teaches R-studio, he needs to focus on teaching the students on how to install packages and set up their working directory correctly.
  Once they learn how to do that, R-studio becomes easier to use than excel.
  I would also suggest teaching us how to interpret the data from r-studio more clearly. It's easier to comprehend in lecture than the book.
  The book is overwhelming, so if he can simplify it that would be amazing!

- Professor Xu was an amazing and helpful professor.

- Slowing down when showing steps for R-programming. A lot of us are new to this whole program.

- Stick to the syllabus. continue to update grading as assignment are turned in. slow down during lecture, give time for student to process your lecture. give examples of the project that he wants so students can understand.

- none

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

- Definitely! Because he has a lot of patience to teach and is helpful whenever you need help. If you can attend office hours because of work or any reason he was available through e-mail. He's very fast at replying and thats impressive.

- Maybe, I believe I would recommend this Professor to those who aren't afraid to ask question. He does give you a lot of information and you have to get clarification about what is due. He is very nice but sometimes is overwhelming.

- Yes I would. Because he actually cares about teaching students information that is being used in the real world. His curriculum in this class was geared for the future not the past. And that is why I appreciate Jimmy Xu and would recommend him to students that are actually eager to learn something .
  Dont make R-studio optional, make it mandatory, and quiz students on using R. This will allow them to be more engaged.

- Yes because he clearly cares about his course.

- Yes, during this transition to online classes due to the coronavirus he has been very understanding about this time being a bit difficult for some students. He lightened the work load but there was still enough to were I didn't feel overwhelmed but still felt like I was learning. Great professor!

- yes, he is very helpful and understanding

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

- Any students who says the course is too hard or cant comprehend the material clearly didn't sit down and try to learn something new. Jimmy cares about teaching his students useful information. This class was worth every penny. Because of jimmy I have the opportunity to create significant value to resume and career in the future. Thank you for inspiring me to learn something new!

- Professor Xu was awesome and I hope more students take his class.