

Zhenning Xu

MKTG 4000-60 Marketing Research and Control (32686)

CRN: 32686

No. of responses = 10 Enrolled: 18 Term: Spring 2021

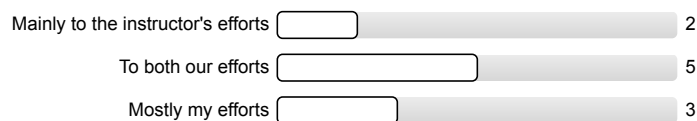


CSU Bakersfield

Survey Results

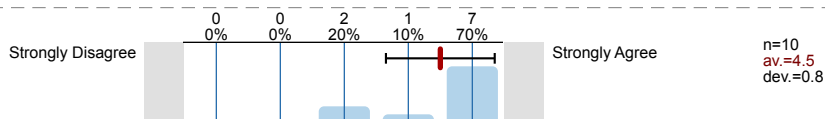
1. Overall

1.1) What I learned in this course was due

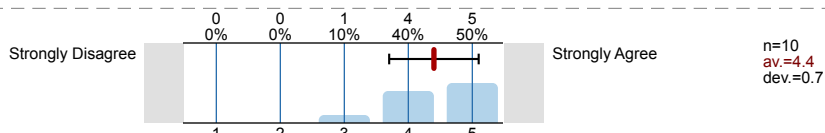


n=10

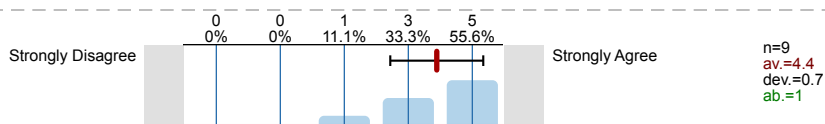
1.2) Course activities increased my understanding of the course subject.



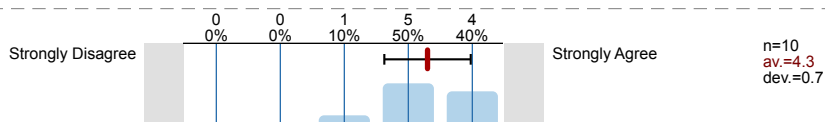
1.3) The course content matched syllabus



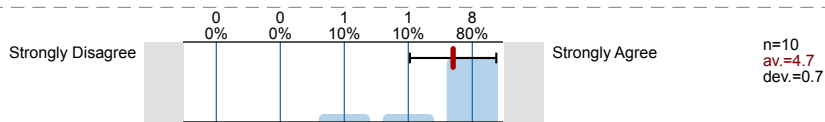
1.4) The grading system was clear.



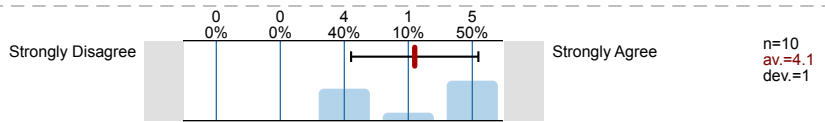
1.5) The course had clear learning goals and objectives.



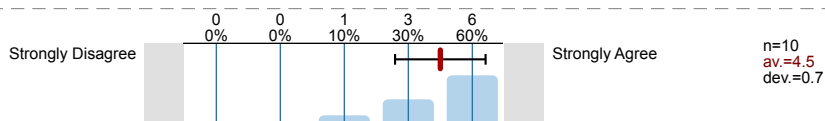
1.6) The instructor was enthusiastic about teaching this subject.



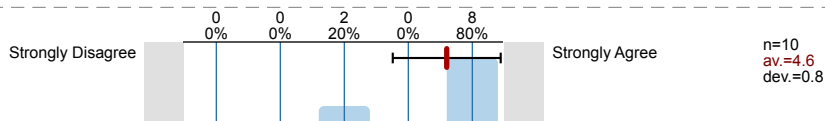
1.7) The instructor gave clear and helpful explanations.



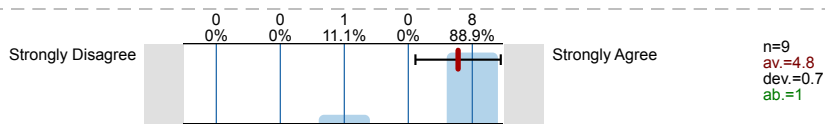
1.8) The instructor was prepared.



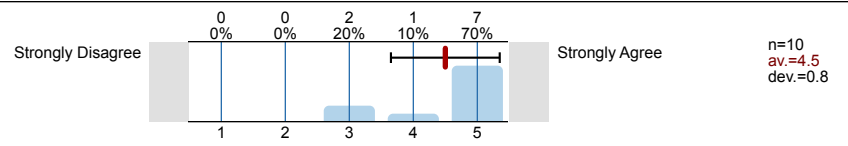
1.9) The instructor positively engaged students in the learning process.



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?

- Great teacher and always helpful
- He was a very nice instructor, he cared for his students and looked out for their best interest. I just wish the university offered more than one professors for this course because its really awkward when you give criticism to an instructor and they remember what you said the year before. It's really difficult when they say they never had any issues with students in the past. I felt unacknowledged.
- Instructor was enthusiastic and positively engaging and was very helpful if problems were encountered.
- Learning how to use R Studio Cloud, I think this will be extremely beneficial in my future career.
- PROFESSOR IS GREAT AND REALLY CARES ABOUT HIS STUDENTS, GREAT TEACHER
- The instructor was very consistent and knowledgeable of the material
- The strengths of the course would be that the instructor has experience in the course they are teaching.
- Very enthusiastic and willingness to give feedback and meet with students. Very passionate about the subject and makes sure his students are taken care of.

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

- I would have liked to learn how to code a little more. I've done coding before so it felt like the coding was just adjusting and changing small amounts of the syntax. However, I feel that I would learn more about R studio if I had to solve some coding problems on my own without following a syntax.
- NONE
- No improvement the class was spot on
- No suggestions
- The instructor did not study in the *digital* aspect of marketing. It was mostly him teaching us his second hand knowledge in that medium. It's not really his fault. This is kind of a new way of marketing.
- To have assignments with creating graphs that are easier to understand and more useful to use, such as pie charts.
- To start at a lower level of understanding of the subject first. The start of the class was very confusing because I didn't feel like I had a good basic understanding of R and process of running data. I also think being more clear when speaking to students about what is expected for assignments would help and simplifying documents.
- n/a

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

- In terms of having the chance to learn along with the teacher, It was nice. It's not really a recommendation- he is the only choice.
- Yeah I would recommend the instructor to any of my peers
- Yes because of his enthusiasm and positive engagement with students
- Yes great professor and very nice
- Yes! Professor Xu cares about you and your learning experience. He is always available to help and he will make time to answer your questions.
- Yes!!
- Yes, because they were extremely informative in the information they were teaching. I also felt they went above and beyond to help the students in the class.
- Yes. Even though it was challenging, once you get use to the way he works it's a very rewarding class.

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

- I enjoyed that Professor Xu incorporated job listing throughout the course and what to look for. Also to help us learn the importance of LinkedIn.
- It's hard to do group work in online school. Please give students the choice of working individually.