

## Zhenning Xu

MKTG 4060-01 Marketing Channels (82251) CRN: 82251  
No. of responses = 13 Enrolled: 23 Term: Fall 2020

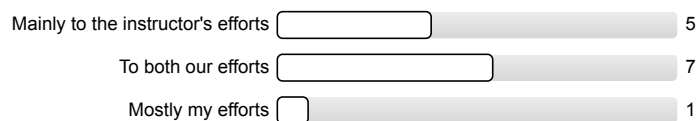


CSU Bakersfield

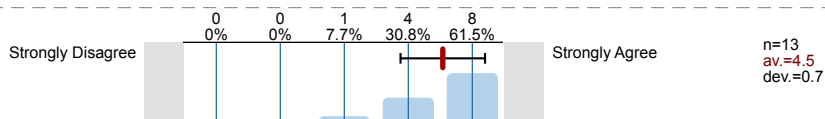
## Survey Results

## 1. Overall

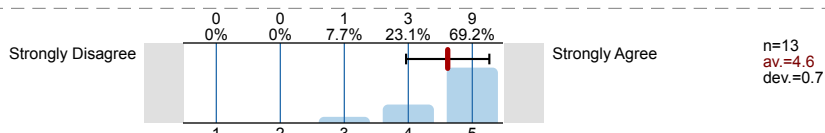
1.1) What I learned in this course was due



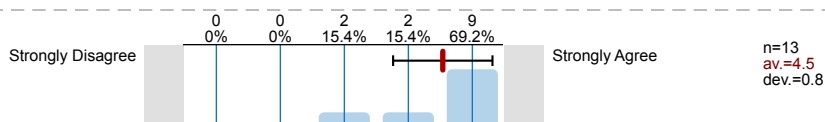
1.2) Course activities increased my understanding of the course subject.



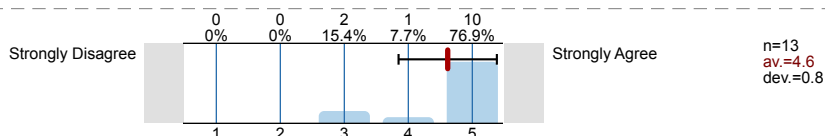
1.3) The course content matched syllabus



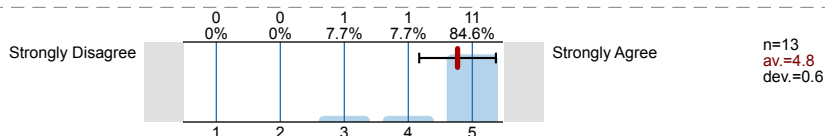
1.4) The grading system was clear.



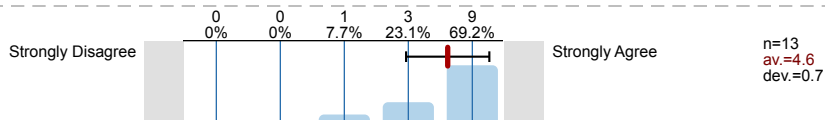
1.5) The course had clear learning goals and objectives.



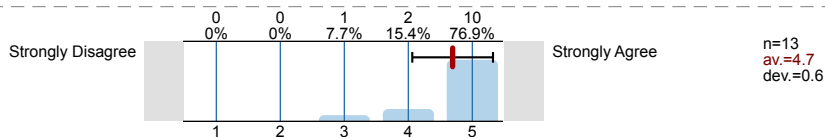
1.6) The instructor was enthusiastic about teaching this subject.



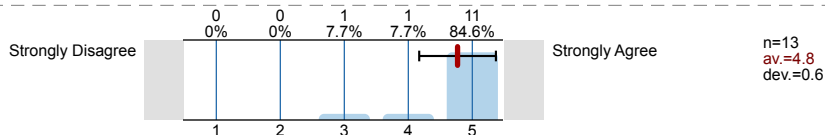
1.7) The instructor gave clear and helpful explanations.



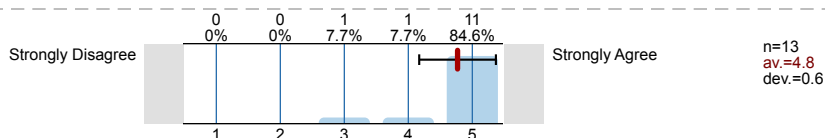
1.8) The instructor was prepared.



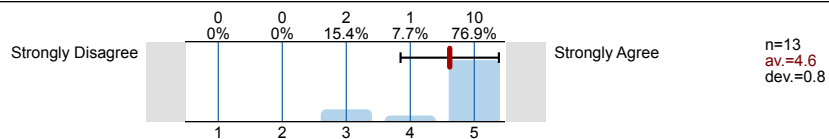
1.9) The instructor positively engaged students in the learning process.



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 always made himself available to answer questions and was always prepared to help us and further explain assignments when needed
- His greatest strength was being extremely flexible with students on assignments especially during these rough times.
- How many real world examples he uses and the in class application of what we learn is really amazing and not many other professors do this.
- I felt lost in the class most of the time
- Strong communicator, fair grading, genuinely wants to help students succeed
- The group presentation
- The professor is aware the course material is challenging and he would have the students walk through the assignment with him. He made time for questions if you were stuck or offered to meet you during office hours. There was no course textbook as the currently used textbooks are more than ten years old so he wrote his own textbook. He preferred that we learn things that would be required of us upon leaving college. We learned things like Tableau, Google Adwords, Google Analytics, and how to build landing pages. We created our own marketing campaigns and interacted with real local clients. When we leave college our skills will not be something we read from a book but real world skills. We will have a real understanding of what our career field will be like along with probable expectations.
- The professor was very energetic when teaching marketing channels, teaching us real-life examples that we could use in class.
- The projects we did in class greatly improved my abilities and knowledge. While they were confusing and it was hard, the professor was able to provide feedback and help guide us through zoom
- The strengths of the course were clear information on grading and classwork.
- This instructor cares more about students then any professor I have ever had. He cares about job placement after graduation and is involved in helping us put our best foot forward! Nothing but great things to say.
- We got to learn how to apply ourselves to real world applications and felt like a class that would help me with future careers.
- this instructor cares a lot about his students and wants us all to succeed.

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

- Continue the great work!
- Honestly their isn't anything he should fix. He was very helpful in class and office hours. Flexible with grading and helped students to the best of his ability.
- Keep doing what you're doing it's a great class and a joy to learn in
- More group work and more excitement
- NA
- None (3 Counts)
- None, I can't think of a Professor who provides a better foundation.
- Please do more in class group work- as a class
- i have no suggestions at this time, he has done very good under these uncertain circumstances.
- maybe go a little slower because it is easy to get confused.

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

- I would recommend this instructor because he is enthusiastic to teach the class and helpful with classwork.
- Yes because he is very enthusiastic about teaching and really wants everyone to learn and be able to do the skills he teaches. It's not just about the grades it's about growing your skill set with him and he does a great job at helping in every way he can.
- Yes because he is very passionate about his teaching and wanting to help students achieve their goals.
- Yes because he understands the subject
- Yes, because this teacher can teach you the real-world experience of managing marketing in buisness.
- Yes, he does have complex and layered assignments, however, if you stick with it you will notice all of a sudden that you understand what you are doing and why. I have learned a ton from him and I am grateful that he is so nice, polite and approachable. He is my favorite Professor at CSUB.
- Yes, he is a professor that is very approachable when we are confused and confident in the courses he teaches

- Yes, one of the best professors CSUB has.
- Yes. This is because you will be getting a lot more than just a letter grade out of this class. We learn valuable skills and ways to show our value to future companies.
- yes
- yes because he is very passionate about the class and wants us to be successful. Very motivating teacher.
- yes i would, he challenges you but helps you with your work if you ask. he is very patient if you do not understand a topic or lesson, he is a very good instructor. I really enjoyed his class despite the challenge.

<sup>2,4)</sup> Use the space below to add any additional comments about this course and/or instructor.

- Keep up the great work it really shows. I know it was a hard semester trying to teach all online like this but you did a great job and I really appreciate it.
- None
- n/a