

Zhenning Xu

MKTG 6000-60 Marketing Management (82027) CRN: 82027
No. of responses = 22 Enrolled: 28 Term: Fall 2021

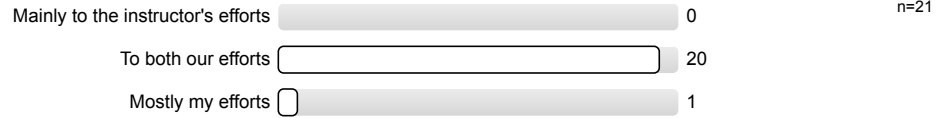


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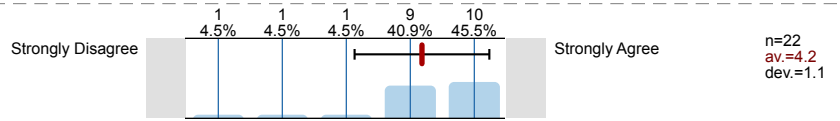
Survey Results

1. Overall

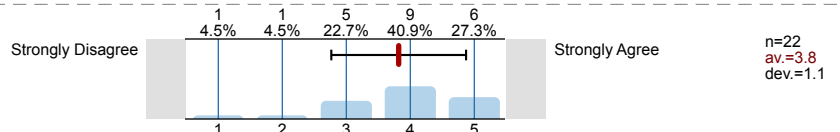
1.1) What I learned in this course was due



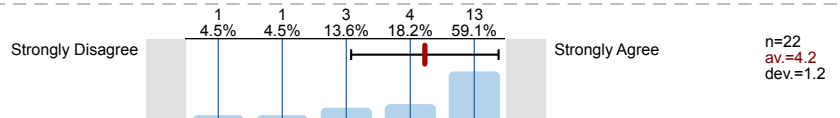
1.2) Course activities increased my understanding of the course subject.



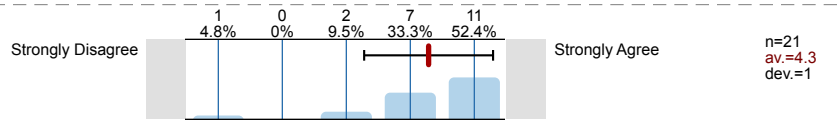
1.3) The course content matched syllabus



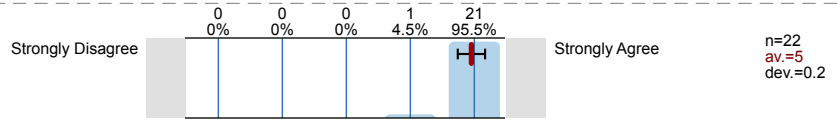
1.4) The grading system was clear.



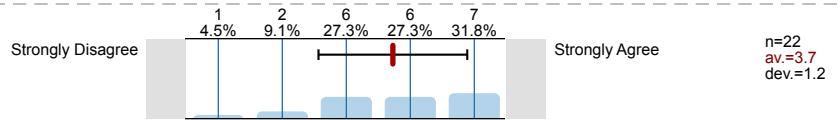
1.5) The course had clear learning goals and objectives.



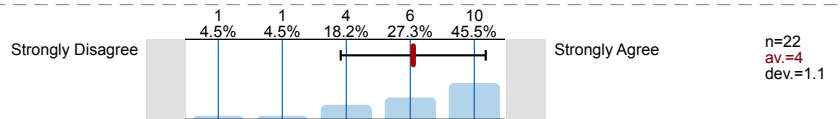
1.6) The instructor was enthusiastic about teaching this subject.



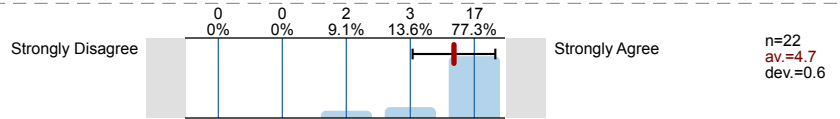
1.7) The instructor gave clear and helpful explanations.



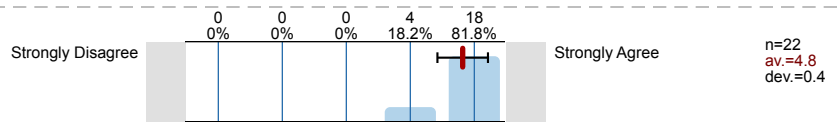
1.8) The instructor was prepared.



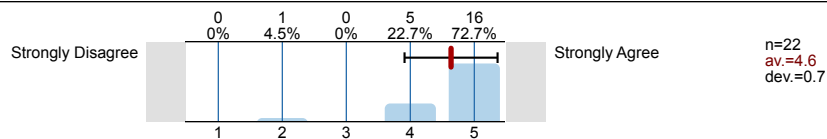
1.9) The instructor positively engaged students in the learning process.



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?

- Dr. Xu is one of the most caring professors I've had at CSUB. He is passionate about what he teaches and truly wants you to learn. I appreciate that he created a virtual learning environment. When there isn't so much harsh pressure on deadlines and grading, it allows students to engage more and think outside the box, unlike other professors who have a strict grading rubric. We need more professors like Dr. Xu at CSUB!
- Enthusiastic and kind instructor, willing to help when you don't understand something.
Exposure to technology used in careers in marketing.
Enthusiastic about the material and especially then future of marketing.
He goes the extra mile to help students.
For me new tech can seem scary sometimes because I don't know its uses or how useful it would be for my career. Professor Xu was helpful in breaking down this wall and making me feel comfortable in learning and applying new technology.
- He was positive, supportive, and enthusiastic about the topic and showed dedication to seeing students learn.
- His enthusiasm, energy, engagement, and feedback were strengths that were very well received and helpful to me.
- I enjoyed the group work. The assignments would have been very difficult to figure out on my own.
- I enjoyed the way the instructor gave us opportunities to learn new tools ie R-Studio, Tableau
Initially I was somewhat put off by this but now that the class is coming to an end I see the true value you in what I am taking away from this course and appreciate the instructors encouragement in utilizing these tools
- I find it difficult to summarize my thoughts regarding this course since I want to give the professor so much praise and acknowledgment. This course was one of the best courses I have taken throughout my education, and I learned the most. My experience directly resulted from the professor who established an environment for real learning early on. Encouraging students to try, make mistakes and the emphasis he placed on learning rather than grades created an environment that allowed me to spend more time learning and practicing something new, rather than memorizing answers for a test. It was evident that the professor had a genuine long-term interest in the students. He was very supportive, encouraging and made several attempts to expose us to new experiences (hackathon, conferences, meet-ups, job postings, etc.).
Overall, the professor and the way he established the learning environment were the course's strength.
- Kind
Respectful
Enthusiastic
Understanding
- One of the most amazing strengths is the knowledge the professor has about the machine learning, data analysis and the passion he has to teach the students about the subject.
- Passionate and dedicated.
- Professor Xu was very passionate about teaching us the in and outs of marketing along with the software that accompanied the various marketing strategies. He also presented to us various events that would contribute to not only the course, but our knowledge that could be used in the competitive job market.
- The instructor always provided really helpful feedback that helped me see where I went wrong on assignment and guided me in the right direction.
- The instructor is very knowledgeable in the subject. He went out of his way to help use accomplish our learning objectives.
- The instructor is very passionate about what he was teaching. I was very helpful as well when we had questions on the assignments.
- The instructors strength is his analytical skills.
- The main strength of this course was the professor's enthusiasm. It was evident that he really cared about delivering information that was going to help his students succeed in their careers. I really enjoyed learning about new applications and analytical tools.
- The professor consistently tried to get us to participate in lecture.
- This Professor gives very detailed feedback for each and every assignment.
- Very knowledgeable and enthusiastic about the course
- very enthusiastic

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

- Allow for more group activity, there was not much in person student to student interaction
- At times the instructions were not clear an the class discussions were all over the place.
- Can get distracted answering too many questions and get behind in class. Should encourage students to utilize office hours.
- Continue to do course project in group form. It was very helpful to work as a group on the project as everyone in the group was able to learn from each other and develop peer relationships as well.
- Focus more on the class textbook
Less focus on data analytics, more on marketing strategies for entrepreneurs

- I believe that using the textbook and following along with lectures would make them easier to follow.
- I would say to have more examples available to students on how to perform some of the more difficult assignments.
- I would suggest that Dr. Xu be more regimented in the structure of his lectures and assignments. Sometimes instruction for assignments was unclear, and information was disbursed through multiple canvas pages and documents, and often contradicted it self. A lot of time was lost in his lectures due to lack of preparation.
- I would suggest that the assignment instructions be more clear. I know instructions for prior cohorts were uploaded, which made it a bit confusing. I would also suggest he allows for more in class interaction from our peers.
- It felt like we had a lot of things come up not on the syllabus. This is okay but I think for me personally I like planning big dates. There was a large emphasis on material beyond the book. In retrospect this was good but more lecture on the book content would be helpful. Overall, Professor Xu is a good instructor who is very interested in teaching the material and the material itself especially the technology, just a little more organization and sticking to the schedule.
- Make sure everyone understands R-pubs from day one.
- More guides to R-Studio we spent a lots of time trying to research what the out puts meant. Although I believe a certain level of research is required it became arduous because every aspect had to be researched. It would be helpful to include explanations with the syntax.
- My only suggestion would be to update the course files to ensure they are relevant to the semester being taught. Additionally, it would be helpful to provide written instruction for each assignment and limit the instruction to what is needed.
- None
- One small change that would be beneficial for everyone would be if all the material is in the order is due.
- Spend more of the lecture time discussing the reading material, less time looking at job offerings on indeed. More structured and time disciplined lectures. More organized assignments with clear requirements. Post ALL material required for the upcoming week the week before. This gives time to review material prior to the lectures that will discuss it.
- The class time is not a good time for those of us that start the day early in the morning for our day job. His assignments/projects can be a bit much and can use some decrease in the amount. Even in a group setting it required a lot of meeting time outside of class time to complete projects.
- The course was very confusing. The expectations and direction for assignments were unclear, changed, and made no sense. He covered way too much and it all seemed like busywork. He should go back to basic principles and teach the fundamentals of marketing instead of throwing resources and details at the class.
- The professor puts a lot of effort in this class. He is very responsive to any questions we have. I would just suggest to focus more a bit more on the teachings for the day.
- clearer instructions, less weekly work.

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

- Absolutely, I would recommend the instructor and I would take any other course he is teaching. I would recommend him because of his extensive knowledge of the subject, and how he presents the information in a way that fosters learning, not test taking.
- I would definitely recommend this instructor. His knowledge literally makes everyone to learn more and more. He is making this program better with his teaching. He is flexible with his office hours and ALWAYS available (even on weekends).
- I would recommend Dr. Xu. Despite the few shortcomings in lecture and assignment clarity, Dr. Xu brought a lot of hands on experience to this course. His style of teaching is unconventional, but so is the real world. We are not always going to get all of the information we need served to us on a platter. I believe all students could benefit from Dr. Xu.
- I would recommend Professor Xu to other students because he is very committed to helping his students succeed and understand the material for applicable uses.
- I would recommend the instructor. He truly cares about his student's success and shows them how the skills can be utilized in the real world. He wants us not just to read about things, but to also put them to use.
- I would recommend this instructor, his analytical skills is impeccable
- NO. He is enthusiastic, but I didn't learn anything about marketing from him. He spent more time talking about Twitter, deep analytics, and what would not be required than telling us how to sell products or services.
- This instructor is someone I would recommend since I believe he is very fair and understanding. He expects the best from each student, yet he understands when something is more difficult to understand.
- Yes, I would recommend this instructor as the course was taught in a manner which helped me learn the main course material, while also harnessing my skills in various programs such as r studio.
- Yes, I would recommend this instructor because he showed he was enthusiastic for teaching and was always available if I needed any help.
- Yes, I'd recommend him. He's kind and understanding. Loves what he does and it shows.
- Yes, and especially if you like using new technology. Professor Xu. is kind and a good instructor.

However, students should not take this course at the same time as others that have semester long group projects. I took this course at the same time as another class with multiple group projects. This was hard because I was juggling the syllabus schedules with 5 other peoples schedules.

- Yes, he's very excited about what he is teaching, and he offers so many resources.

- Yes, this professor wants to prepare you for skills outside of the classroom. He genuinely cares for his students.
- Yes, very knowledgeable of subject.
- Yes. He definitely cares about his students, their well-being and their success in his class. He will work with the students and is flexible and is genuinely excited about the material. In addition, he introduced several applications I was unaware of, some we have actually incorporated at my work.
- Yes. Professor Jimmy is very passionate about marketing and tries to give as much information as he thinks will benefit students.
- Yes. He is passionate about marketing.
- yes, he is very knowledgeable in data and also understanding of working professionals schedules. He just asks for open communication which is appreciated when you work 15 hour days.

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

- A lot of content is covered in a short span a time, so I would suggest we spend more time on more important topics rather than skimming through an abundance of material. I would have also enjoyed more time dedicated to tutorials on analytic tools.
- I enjoyed this class. I believe that there should be a class in the MBA program that is for data analysis and if offered should be taught by this instructor.
- I like how the instructor goes out of his way to always showing us Job opening in the maket with the analytical skills that he taught us.
- I think Professor Xu. should offer an elective in conjunction with maybe another marketing professor or Professor Choi in marketing technology as an elective which would allow for more of the technology material because he really likes it and I found some of it is useful and helpful in how to display data. His r studio bootcamp seems like a good class also to prepare students for using these programs who lack coding experience.
- I very much enjoyed this class and professor; I would have preferred to take him at an earlier time slot.
- It is evident that Dr. Xu is a very knowledgeable and cares about all of his student's success. My largest frustration was that there was too much time spent on explaining the importance of Rcloud and like softwares, but not enough time teaching us how to use them.
- Professor Xu is very nice, but the class seemed more analytical than tied to marketing.
- Rethink the entire class. What do executives and business owners need to know about marketing? Don't waste time showing us marketing jobs. I don't care about Twitter networking. We will not be honest on surveys or self-reflection during the class because we want a good grade. If you want to teach R programming or analysis, do it as a class, getting into the details or how to make charts for concepts we never learned doesn't help us understand marketing. Learning has to start with the fundamentals, before building into all the tools out there. It felt rude to tell us what classes are offered out there for free when we are paying for the time in this class. I want education not a list of other resources.
- Thank you for a great semester.
- Thanks Professor!
- The class is challenging, but I have learned numerous new concepts. I thank the professor for all his dedication.
- This instructor is quite pleasant and welcoming. He is not the type of Professor to make students feel foolish, and instead of picking on students to speak, he invites students to volunteer.
- This professor is one of the most helpful and understandable I have ever seen. He knows the majority of students are full time workers and tries to work with everyone's schedule.
- With a little more structure, organization and preparation, this class would be exceptional. More time in lectures going over the reading material would have been good (not the entire lecture but some). Otherwise there were a lot of positives and one of his greatest strengths is his energy and compassion for the students.