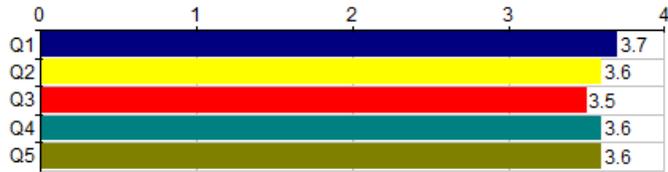


<b>Course:</b>	MKT-370-01 - Consumer Behavior	<b>Department:</b>	Business
<b>Responsible Faculty:</b>	Mr. Joel Evans	<b>Responses / Expected:</b>	18 / 19 (94.74%)

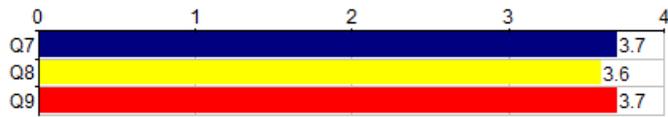


Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q1	The instructor made the subject matter understandable.	14	3	0	1	18	3.7	4	4	.75
Q2	The instructor made the subject matter interesting.	13	4	0	1	18	3.6	4	4	.76
Q3	The instructor's methods of evaluating my work were fair.	12	4	1	1	18	3.5	4	4	.83
Q4	The instructor provided feedback in a timely fashion.	13	4	0	1	18	3.6	4	4	.76
Q5	The instructor was available outside of class.	13	4	0	1	18	3.6	4	4	.76

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

Q6 - Comments on the instructor's contributions to the course:

<b>Faculty:</b>	Joel Evans	
<b>Response Rate:</b>	66.67% (12 of 18)	
1	was involved with the class and make it easy to remember key points.	
2	The instructor made the content relatable and easy to comprehend.	
3	Really liked the course and the teaching style.	
4	Professor Evans is one of the best professors I have had. I am really upset that I will not have the opportunity to have him my senior year. He makes content very understandable and is always available to help outside the classroom if needed.	
5	Professor Evans provided engaging material with hands on work that allowed us to apply to information learned.	
6	Not only has Professor Evans always been there to answer questions out of class but within class he does exemplary. He is consistently able to make concepts understandable through interesting example or simply defining them in a more fitting way.	
7	Instructor made the course fun and interesting. Every day seemed to be something new and interesting. Never got tired of coming to this class.	
8	I really enjoyed the course and how interactive it was. It made me memorize everything a lot better and I am sure I will remember a lot of what I learned for a while and not forget it immediately. I never needed much support outside of class that is why I only rated "agree" on the availability outside of class, but I can imagine that if I would have needed further support, I would have gotten it.	
9	He made the material very interesting to want to learn and also he provided us with activities to do in class that were fun. If you ever need help with something he was always there to help even outside of the classroom.	
10	Great in class attitude. always ready and willing to help	
11	Anytime I needed help outside of class it was very easy to contact the professor, everything in the class was understandable, and the professor related many topics to advertisements and other visual aids	
12	Always fun, interesting class activities. Most of them I was confused about at first but then they normally made sense as they related to the content we were discussing.  Very efficient in responding to emails and being available during and outside class time.	

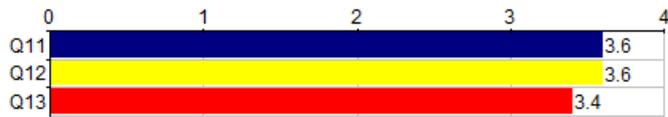


Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q7	The instructor cared about my learning in the course.	14	3	0	1	18	3.7	4	4	.75
Q8	The instructor motivated me to learn.	12	5	0	1	18	3.6	4	4	.76
Q9	The instructor created an atmosphere of mutual respect.	14	2	0	1	17	3.7	4	4	.75

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q10 - Comments on the instructor's attitude toward students:**

Faculty:		Joel Evans
Response Rate:		66.67% (12 of 18)
1	cares a lot about students. Engages in class well and makes you feel comfortable to speak	
2	always a upbeat attitude	
3	You can tell he cares about his students and is respectful of their opinions.	
4	The professor made the content interesting and pushed the class to want to learn more through the visual aids	
5	The class environment was very good and because we had weekly quizzes, we had to study our material. And the way the material was thought made it a lot more interesting.	
6	I feel like sometimes you did not understand that we did not understand content and were maybe a little condescending about it... but normally it wasn't anything I felt to concerned about. Maybe on more confusing/difficult topics pay attention to who is understanding content and who doesn't and focus on WHY.	
7	He is one of the most dedicated teachers I have ever had in all of my time going to any school. You can really tell how much he not only cares about the material being taught but his students along with their learning.	
8	He always came in the classroom with a positive attitude and motivated me to learn. He wanted all the students to understand the material and made it interesting for the class to learn.	
9	Great attitude towards students. Knew when and how to make class enjoyable and could tell if we were tired out.	
10	Exams were definitely challenging	
11	Even after it had come out that his contract was not being renewed, he still made it clear and obvious that our education was in his best interest.	
12	Attitude towards students was great. Seemed like he was easier to talk to then previous professors.	

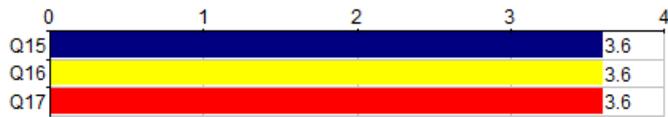


Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q11	The instructor followed the course syllabus.	12	5	0	1	18	3.6	4	4	.76
Q12	The instructor was prepared for class sessions.	12	5	0	1	18	3.6	4	4	.76
Q13	The instructor used the scheduled class time effectively.	9	8	0	1	18	3.4	3.5	4	.76

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q14 - Comments on the course organization, preparation, and pace:**

<b>Faculty:</b>	Joel Evans	
<b>Response Rate:</b>	50.00% (9 of 18)	
1	good	
2	class followed syllabus and was well organized	
3	The course followed exactly what the syllabus said which I liked	
4	The classes were usually well prepared only towards the end when we were working on our group projects it was a little less defined. I guess that is more related to the groups though than the professor, as we definitely needed the in-class time.	
5	Organized and consistently followed the syllabus schedule without throwing any extra stuff that might not have been on the syllabus.	
6	I thought each class was organized and the pace of the class was not too fast.	
7	I feel as though the syllabus was followed exactly, and I was never caught off guard, the professor was always prepared for class, and we used class time accordingly	
8	He always came to class prepared and would have videos for us to watch that were very useful and helped me learn the material better.	
9	Class was organized very well. We got all the necessary things done which provided us with time to work on final projects inside of class.	



Course Questions		MKT-370-01								
		Responses				Course				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q15	The work required for this course was clearly specified.	12	5	0	1	18	3.6	4	4	.76
Q16	The work I did in this course contributed to my learning.	12	5	0	1	18	3.6	4	4	.76
Q17	The course contributed to my intellectual growth.	12	5	0	1	18	3.6	4	4	.76

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q18 - Comments on the value of the course:**

Response Rate: 55.56% (10 of 18)

1	organized and on track	
2	helped me learn more about my major	
3	This course has taught me much more than I thought it would. Everything I have learned has stuck with me and I think I will be able to take it to the real world.	
4	The course has gave me a deep understanding of the consumer and will allow me to continue learning more for my major	
5	I really enjoyed this course and learned a lot about consumer behavior.	
6	I never took many marketing classes before, and this class definitely thought me some insights into marketing that I wasn't aware of. Generally I think it was a very interesting class.	
7	I liked the various in class activities that kept class from being boring.	
8	I learned a lot of real life things in this class that I will always remember in the future and in my future career someday.	
9	I feel as though I learned a lot about the consumer side of things through this course, I feel that the work was always specified and relevant to what we were learning	
10	Good value.	

**Q19 - What were the strengths of the course?**

Response Rate: 72.22% (13 of 18)

1	upbeat attitude and made key points very easy to remember	
2	teaching on a more person based level about marketing to further our understanding of why marketing not only is what it is but why it works	
3	organized, class isn't boring, Joel	
4	This has been my favorite marketing course. I thought it was so interesting to learn about consumer behavior. The organization of this course and the instructor is the strengths.	
5	This course provided me with an opportunity to further my knowledge in the marketing field while having a fun atmosphere the whole time. There were many application days that got the class involved liked the outside tic-tac-toe game.	

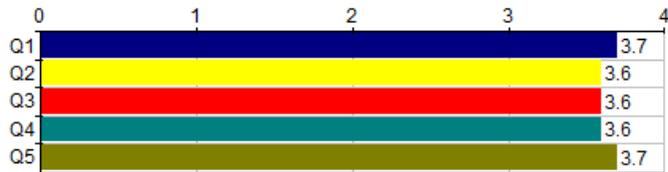
6	The interactive activities to keep us involved.	
7	The interaction in class. I really liked the specific courses where we practiced what we learned it really helped memorize things. Thank you for everything, I really enjoyed it!	
8	Strengths of the course were how the material was presented. The material was presented in a fun way which has made it easier to remember and comprehend.	
9	I liked the group project/poster presentation.	
10	I feel like we were given a lot of time and guidance in our final projects along with learning a lot while doing so, all of the assignments were thoroughly explained	
11	He made class time fun and made the most of the class meeting times that we had.	
12	Graded in a timely manner. Made material easy to understand.	
13	Foundational course towards marketing and introduced ways to think as a marketer.	

**Q20 - How can the instructor improve the course?**

**Response Rate:** 61.11% (11 of 18)

1	not to cram so much into one exam.	
2	Specify more about whats going on and wanted for the poster project and final.	
3	Personally, lockdown browser stressed and anxious, but that would be it	
4	Not sure.	
5	N/A	
6	N/A	
7	N/A	
8	Less Quizzes or questions which are more definition based	
9	I think the only thing that needs improvement is more instructor on the group project.	
10	I think this course was well done and I don't think I would change anything. The only thing maybe would be a few more homework assignments to get some more points but that is all I could think of.	
11	I think the group projects were a little unstructured, but this is probably more caused by internal group work. Also, sometimes the music is too loud and when we work in a group it is hard to understand each other.	

<b>Course:</b>	MKT-370-02 - Consumer Behavior	<b>Department:</b>	Business
<b>Responsible Faculty:</b>	Mr. Joel Evans	<b>Responses / Expected:</b>	10 / 12 (83.33%)



Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q1	The instructor made the subject matter understandable.	7	3	0	0	10	3.7	4	4	.46
Q2	The instructor made the subject matter interesting.	6	4	0	0	10	3.6	4	4	.49
Q3	The instructor's methods of evaluating my work were fair.	6	4	0	0	10	3.6	4	4	.49
Q4	The instructor provided feedback in a timely fashion.	6	4	0	0	10	3.6	4	4	.49
Q5	The instructor was available outside of class.	8	1	1	0	10	3.7	4	4	.64

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q6 - Comments on the instructor's contributions to the course:**

<b>Faculty:</b>	Joel Evans	
<b>Response Rate:</b>	80.00% (8 of 10)	
1	Professor Evans made the subject matter easily understandable and easy to remember	
2	Professor Evans was always there outside of class when extra help was needed. He was also very understanding and I would say this is why that atmosphere was good. I loved the way this class was taught, actually I would even go the lengths of saying that this course was my favorite class Ive been in and not because it was easy, simply because the information was taught in a way that wouldn't lead to zoning out or being bored like most other classes.	
3	Prof. Evans contribution to this course is better than most professors in the business department. He shows how he truly cares that we are learning the subject material, and not just using an online software to "teach" a class through a textbook. MKT has been my favorite of my two majors, and I wish I would have switched sooner because of Prof. Evans.	
4	I thought that the class was ran very well and you did a great job presenting the information in a easy manner.	
5	I really liked the aspect of flipping between lecture and activities.	
6	Feedback was always given in a timely manner. When questions came up about our projects, Joel always responded within the hour.	
7	Everything was understandable and fair. Professor Evans is amazing.	
8	Did a good job helping me understand the curriculum the most I could	



Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q7	The instructor cared about my learning in the course.	7	3	0	0	10	3.7	4	4	.46
Q8	The instructor motivated me to learn.	7	3	0	0	10	3.7	4	4	.46
Q9	The instructor created an atmosphere of mutual respect.	7	3	0	0	10	3.7	4	4	.46

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q10 - Comments on the instructor's attitude toward students:**

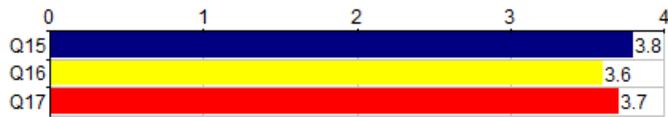
<b>Faculty:</b>	Joel Evans	
<b>Response Rate:</b>	80.00% (8 of 10)	
1	everyday in class was upbeat and fun, I was always excited to come to class and learn more about consumer behavior as it has been my favorite class this semester.	
2	Very upbringing and helpful to everyone in the class.	
3	This section or classroom always was respectable and always was an easy place to learn	
4	Prof. Evans attitude towards this course was perfect, we took the time to learn, and not to just regurgitate a textbook.	
5	Mindfulness activities before the first class of the week was always a great way to start and get in the right head space.	
6	He was very easy to talk to and kept me engaged all the time.	
7	Had a great attitude towards my peers and I, I've never had a professors or teacher of any kind care as much about my education as Joel did. He actually cares about our education and it's clear as day when your in the classroom with him.	
8	All great from Prof. Evans	



Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q11	The instructor followed the course syllabus.	7	3	0	0	10	3.7	4	4	.46
Q12	The instructor was prepared for class sessions.	8	2	0	0	10	3.8	4	4	.40
Q13	The instructor used the scheduled class time effectively.	7	3	0	0	10	3.7	4	4	.46

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

<b>Q14 - Comments on the course organization, preparation, and pace:</b>		
<b>Faculty:</b>	Joel Evans	
<b>Response Rate:</b>	70.00% (7 of 10)	
1	we used class time very well and it was especially useful during project times.	
2	We followed the syllabus and the consumer value framework. We stuck to the plan all semester.	
3	Organization, pace, and preparation were all on point	
4	Most of the time he was on schedule and did what he told us he was going to do in advance.	
5	Everything was organized nicely with a detailed schedule. He notified us ASAP if there were any changes.	
6	Due dates were clear, D2L was easy to navigate for missed work/assignment links, gave us ample amount of time to prepare for projects/exams, and the pace was perfect and no rush at all!	
7	Class time was always planned down to the minute the schedule was kept on track all the time	



Course Questions	MKT-370-02								
	Responses				Course				
	SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q15 The work required for this course was clearly specified.	8	2	0	0	10	3.8	4	4	.40
Q16 The work I did in this course contributed to my learning.	6	4	0	0	10	3.6	4	4	.49
Q17 The course contributed to my intellectual growth.	7	3	0	0	10	3.7	4	4	.46

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q18 - Comments on the value of the course:**

Response Rate: 70.00% (7 of 10)

1	i learned a ton from this class that I will take with me throughout the remaining marketing classes at mount union into my career	
2	Very interesting topics considering I will be in the Marketing field here and the course content is very helpful personally speaking.	
3	Value=what you get-what you give. This was a big emphasis in the class and I feel that Professor Evans using real-world examples and doing activities in class help boost the value. It shows how to use the info we learn in class and actually apply it.	
4	This course helped me to get a deeper understanding of what goes into consumer behavior, and purchasing habits.	
5	This class allowed me to better understand markets so when i go into the professional industry I am now able to try and market myself and the company i will work for better.	
6	I learned a lot about myself and consumers.	
7	Although the final project had a brief rubric, the instructor was able to provide more information and guidance. Learning how to do qualitative research was very helpful and definitely contributed to my learning and intellectual growth.	

**Q19 - What were the strengths of the course?**

Response Rate: 90.00% (9 of 10)

1	the in class discussions were my favorite as we were in a comfortable space to talk and learn from other classmates	
2	instructor's drive to teach and pass along knowledge. In class activities helped me better understand the material.	
3	The way the information was taught, Joel was always raising lowering his voice, asking for our input or what we thought, he often would tend to walk around the class as he taught which really made a huge difference in how present I was while learning. Lectures are lectures and you've got to do it but the assignment days when the entire class interacted really was one of my favorites, this was the first class were I actually felt comfortable with interacting with my classmates and answering questions without caring. I think we need more professors here like him.	
4	The projects and having all the powerpoints	

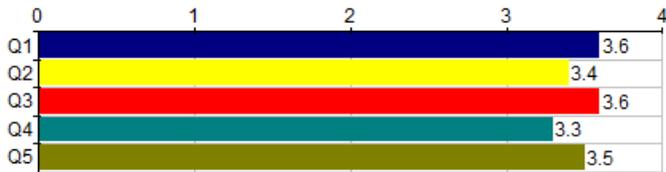
5	The activities, the structure of the lectures and assignments.	
6	Joel is a great teacher and is very passionate about the material and teaching. He made the class fun and very beneficial for everyone. Letting him go from the University is one of the worst moves this school has ever made, it makes me want to transfer. We will feel the repercussions of this decision for years to come.	
7	In this class we learn about the behavior of consumers. We ourselves are consumers so it is a nice experience looking as a third party at what companies are using to get consumers attention. Also seeing how companies adjust to consumers constantly changing.	
8	I think the major strengths of this course are that of our professor as a teacher. Professor Evans goes above and beyond to help make marketing easy to understand as well as able to be applied to the real world through examples and hands on learning. Every chapter was met with an assignment to put that chapters key focus into perspective to truly learn and understand the way he wanted us to learn. Through my time in the business department, I have not had a professor like Prof. Evans in the sense of how good of a professor he truly is. Be it his overall likability, his obvious knowledge of the material, or just his true desire to teach individuals, I've never felt that my education was more cared for then in both classes I was lucky enough to have with Evans this semester.	
9	Following the syllabus and schedule exactly how it was planned out and never really going off track. Kept a really good pace.	

**Q20 - How can the instructor improve the course?**

**Response Rate:** 70.00% (7 of 10)

1	i think that by doing the PPT lectures in class I learned a lot, even though the end of this semester is different than usual I think that moving forward the inclass PPT discussions are helpful.	
2	The instructor can't improve this to be any better than it already is, what can be improved however is that of Mount Union not getting rid of one of its BEST professors in a major that is number four in size among all majors. Where most in the business department seem to only be cashing a paycheck, professor Evans goes above and beyond to make sure we get the most out of our education. The fact that professor Evans is being let go is actually astounding, and goes to show how much the admin REALLY doesn't understand about day to day life of this campus, and are solely focused on impressing football based alumni. Good job Mount, you impress everyone yet again!	
3	Sadly, this instructor won't be here next year, but I honestly don't think it needs changed at all.	
4	Nothing.	
5	Maybe the tests could be a little easier and better able to understand there are sometimes when questions would be confusing and tricky on the questions. Also making the videos for powerpoints available no matter what because if we miss class it would be helpful that way incase we missed class we are not missing materials	
6	I think everything is good, and should keep the format how it has been.	
7	Exams. More review time, make them in person (i don't know what it is but lockdown browser is stressful), give a breakdown of the exam so the students have a better idea of the distribution of the different types of questions (multiple choice, fill in, extended response)	

<b>Course:</b>	MKT-395-01 - Digital Marketing	<b>Department:</b>	Business
<b>Responsible Faculty:</b>	Mr. Joel Evans	<b>Responses / Expected:</b>	10 / 13 (76.92%)



Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q1	The instructor made the subject matter understandable.	6	4	0	0	10	3.6	4	4	.49
Q2	The instructor made the subject matter interesting.	5	4	1	0	10	3.4	3.5	4	.66
Q3	The instructor's methods of evaluating my work were fair.	6	4	0	0	10	3.6	4	4	.49
Q4	The instructor provided feedback in a timely fashion.	6	1	3	0	10	3.3	4	4	.90
Q5	The instructor was available outside of class.	6	3	1	0	10	3.5	4	4	.67

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q6 - Comments on the instructor's contributions to the course:**

<b>Faculty:</b>	Joel Evans	
<b>Response Rate:</b>	60.00% (6 of 10)	
1	The instructor made the course fun and structured it in a way that helped us all learn the material in a timely manner.	
2	Professor Evans does a great job keeping his class organized	
3	Professor Evans made digital marketing understandable, easy, and put the right emphasis exactly where it needed to go within our day to day classes and assignments.	
4	Prof Evans is great at understanding what the students need and how to help students better to understand the subject.	
5	Feel like towards the end of class he started being harder to reach	
6	.	



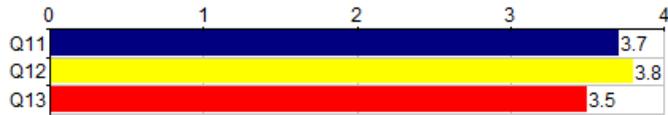
Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q7	The instructor cared about my learning in the course.	5	5	0	0	10	3.5	3.5	3,4	.50
Q8	The instructor motivated me to learn.	5	4	1	0	10	3.4	3.5	4	.66
Q9	The instructor created an atmosphere of mutual respect.	6	3	1	0	10	3.5	4	4	.67

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q10 - Comments on the instructor's attitude toward students:**

<b>Faculty:</b>	Joel Evans	
<b>Response Rate:</b>	60.00% (6 of 10)	
1	Professor Evans attitude was always happy and ready to attack the day, regardless of the class being at 7:30 in the morning.	

2	Prof Evans is always available and seems to genuinely care about each and every students success.	
3	Pretty good attitude every class	
4	Joel Evans is the best professor on this campus. He cared about me inside and outside of the class. He doesn't just look at us as students but as people. Not renewing his contract was the worst thing that Mount Union could have ever done.	
5	Best teacher at Mount when it comes to attitude in class	
6	.	



Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q11	The instructor followed the course syllabus.	7	3	0	0	10	3.7	4	4	.46
Q12	The instructor was prepared for class sessions.	7	2	0	0	9	3.8	4	4	.42
Q13	The instructor used the scheduled class time effectively.	5	5	0	0	10	3.5	3.5	3,4	.50

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

Q14 - Comments on the course organization, preparation, and pace:		
Faculty:	Joel Evans	
Response Rate:	50.00% (5 of 10)	
1	The course was structured perfectly. We had class one day a week and Joel made us do the right amount of work inside and out of the class that helped us get the information.	
2	I wish this class could meet multiple times a week, the fact that this class is only 2 credits seems to be a little low for the amount of coursework that needs to be completed.	
3	Great Organization	
4	Couldn't have been any more structured/organized than it was, it was set up perfectly.	
5	.	



Course Questions		MKT-395-01								
		Responses				Course				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q15	The work required for this course was clearly specified.	6	4	0	0	10	3.6	4	4	.49
Q16	The work I did in this course contributed to my learning.	5	5	0	0	10	3.5	3.5	3,4	.50
Q17	The course contributed to my intellectual growth.	6	4	0	0	10	3.6	4	4	.49

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

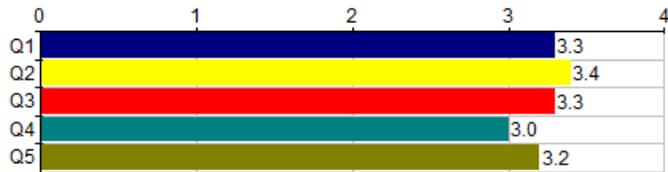
Q18 - Comments on the value of the course:		
Response Rate:	50.00% (5 of 10)	
1	This course is probably one of the most relevant courses in the whole business program.	
2	I really liked working with a client and producing a website I feel it was super beneficial to me	

3	I got a lot out of the class, being able to work with a real world client and complete marketing work was a great experience.	
4	I can take things that I learned from this course and apply them to any facet of business that I get into as a career.	
5	.	

Q19 - What were the strengths of the course?		
<b>Response Rate:</b> 80.00% (8 of 10)		
1	website, client work, group work	
2	This course was one of the best courses I have taken at my time at Mount. The material covered with the lectures matched up perfectly and did not make the class stressful. After taking this course and building a blog website and creating digital marketing content in the course, it made me realize that I would like to be doing digital marketing after I graduate.	
3	The strengths were definitely the setup and the way the class was organized, as well as the assignments being tied directly with the week to week lectures from both a points and understanding standpoint.	
4	The strengths of the course were the timing, the relevance, and most importantly the teaching. I strongly believe if anyone else was teaching this course it would not be as good or as beneficial as it was with Joel.	
5	The assignments are all worthwhile and I seemed to get a lot out of completing real world assignments.	
6	The Professor	
7	It helped me learn more about digital marketing and what seo is.	
8	.	

Q20 - How can the instructor improve the course?		
<b>Response Rate:</b> 60.00% (6 of 10)		
1	The only thing I would change, is maybe making a mandatory "you need to be at a certain percent by midterms" etc. for the certifications, I just felt they were too easy to put off until the end.	
2	Keep the instructor.	
3	I really gained alot from having the guest speaker so including more speakers, especially in a tues/thurs class since there is more time, would give different perspectives about working in marketing.	
4	I loved the layout.	
5	I didn't like the way we discussed chapters in class	
6	.	

<b>Course:</b> MKT-395-02 - Digital Marketing	<b>Department:</b> Business
<b>Responsible Faculty:</b> Mr. Joel Evans	<b>Responses / Expected:</b> 17 / 20 (85%)



Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q1	The instructor made the subject matter understandable.	7	9	0	1	17	3.3	3	3	.75
Q2	The instructor made the subject matter interesting.	8	8	0	1	17	3.4	3	3,4	.76
Q3	The instructor's methods of evaluating my work were fair.	8	7	1	1	17	3.3	3	4	.82
Q4	The instructor provided feedback in a timely fashion.	4	10	2	1	17	3.0	3	3	.77
Q5	The instructor was available outside of class.	6	10	0	1	17	3.2	3	3	.73

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q6 - Comments on the instructor's contributions to the course:**

<b>Faculty:</b> Joel Evans	
<b>Response Rate:</b> 35.29% (6 of 17)	
1 they did very well but I do think we did do a lot of work just for a two credit course to the point where I was taking time away from my bigger classes to do everything for this class	
2 the efforts you made were very good and helpful since a lot of questions arose from this course.	
3 The instructor made the class interesting and the content easier to comprehend.	
4 Joel is a very good professor.	
5 I wondered if I had enough mkt experience to contribute in class like other students who are mkt majors/minors, but prof made it a comfortable environment and making it more conversational .	
6 Had open communication and gave us a good amount of work to understand material.	



Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q7	The instructor cared about my learning in the course.	13	3	0	1	17	3.6	4	4	.76
Q8	The instructor motivated me to learn.	8	8	0	1	17	3.4	3	3,4	.76
Q9	The instructor created an atmosphere of mutual respect.	11	3	2	1	17	3.4	4	4	.91

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q10 - Comments on the instructor's attitude toward students:**

<b>Faculty:</b> Joel Evans	
<b>Response Rate:</b> 41.18% (7 of 17)	
1 they were good with their attitude	

2	everyday in class was very easy going and open discussion based which was nice.	
3	Very respectful and asked for feedback throughout the course.	
4	Professor Evans always makes the class environment and place where the people can share their own opinions free from judgement	
5	Joel is a very good professor.	
6	He was fair and made the classroom enjoyable.	
7	Didn't personally reach out or anything, but his awareness of student struggles and reminding us to take a moment to be mindful created a safe space.	



Course Evaluation Form		Joel Evans								
		Responses				Individual				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q11	The instructor followed the course syllabus.	11	4	1	1	17	3.5	4	4	.85
Q12	The instructor was prepared for class sessions.	9	7	0	1	17	3.4	4	4	.77
Q13	The instructor used the scheduled class time effectively.	8	7	0	2	17	3.2	3	4	.94

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q14 - Comments on the course organization, preparation, and pace:**

Faculty: Joel Evans

Response Rate: 47.06% (8 of 17)

1	we seemed to get through everything on pace and had the schedule followed very well.	
2	it was pretty well organized, again I just felt like I was doing way too much work for a two credit class.	
3	We read the book on our own and took quizzes and the class was spent doing little activities and discussing various topics. I would have learned more if there was an actual lecture. Also should not have two final projects for a two credit hour course. His Consumer Behavior course had less to do and was four credit hours. Professor himself is great just not the best layout for class.	
4	There was way too much in this class for 2 credit hours	
5	There never was a time where Professor Evans wasn't prepared or able to allow time for questions and feedback	
6	Organized and made use of class time.	
7	Joel is a very good professor.	
8	Always in class full time and syllabus was on point.	



Course Questions		MKT-395-02								
		Responses				Course				
		SA	A	D	SD	N	Mean	Med.	Mode	Std Dev
Q15	The work required for this course was clearly specified.	8	8	0	1	17	3.4	3	3,4	.76
Q16	The work I did in this course contributed to my learning.	10	5	1	1	17	3.4	4	4	.84
Q17	The course contributed to my intellectual growth.	11	4	1	1	17	3.5	4	4	.85

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

Q18 - Comments on the value of the course:	
<b>Response Rate:</b>	<b>41.18%</b> (7 of 17)
1	the course taught me more about digital marketing, as I didn't know much about it besides the basics.
2	it was okay I dont think I will need this in the long run with a lot of the stuff we did but I did learn some stuff from the course.
3	The skills learned in this class have real life application and will prepare for graduation.
4	Joel is a very good professor.
5	I think this course is very important in the marketing major.
6	I definitely see myself using what I learned in this course in my future. I needed a class to fill my schedule but this ended up a great choice.
7	Building a website is something that is incredibly useful especially in this day and age

Q19 - What were the strengths of the course?	
<b>Response Rate:</b>	<b>52.94%</b> (9 of 17)
1	the strengths were learning how to make a website, I think that was very beneficial for the future.
2	making the website and the textbook.
3	Up-to-date information, time management, useful knowledge for the future
4	The course material and Prof. Evans himself.
5	Overall, I learned so much while taking this course. The instructor was extremely involved and engaging in class discussions. He put forth a lot of effort toward us getting a quality education.
6	Open conversation style to see what students picked out vs what book highlights was interesting.
7	Learned some cool things
8	Joel is a very good professor.
9	Doing the assignments in class contributed greatly to the learning. Also, creating our own website was very valuable.

Q20 - How can the instructor improve the course?	
<b>Response Rate:</b>	<b>58.82%</b> (10 of 17)
1	make it a two credit class and not make it a four.
2	for a 2-credit-hour course, there is a lot of work, which makes it difficult to make sure I have it all done in time as it is hard at some points.
3	Make the course four credit hours or make course two credit hours and delete the final project and just do the website or delete the class activities and do more of a lecture based class.
4	Joel is a very good professor.
5	It was a lot of work for a 2 credit class, and I wasn't a huge fan of the final project (If it was a 4 credit class then yes!). The certifications were a bit tedious but I understand they were implemented for resume builders
6	It was a bit much at time with the amount of class work for a 2 credit hour course. No other complaints, I was relatively happy with the class.
7	I think that there was a lot of projects for a 2 credit course. I think that taking away the client project would alleviate some stress.
8	Either less assignments or more class days.

9	Do not have so much work for this class. either website and no final customer or vice versa	
10	A lot of work for a 2hr course, more of a 4hr workload	