



Class: MKT - 380

Description: PRINCIPLES OF INTERNET MARKETING

Instructor: SUKEN SHAH

Section: 001

Semester: Fall 2009

Center for Evaluation and Assessment

Overall Averages

Question	Count	St Dev	Mean	Med	Mode	No Answer	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
1 This course increased my knowledge.	12	0.492	4.667	5	5	0.00%	0.00%	0.00%	0.00%	33.33%	66.67%
2 The course objectives were clear.	12	0.515	4.583	5	5	0.00%	0.00%	0.00%	0.00%	41.67%	58.33%
3 This course provided sufficient opportunity for me to learn.	12	0.515	4.583	5	5	0.00%	0.00%	0.00%	0.00%	41.67%	58.33%
4 This course challenged me intellectually.	12	0.515	4.583	5	5	0.00%	0.00%	0.00%	0.00%	41.67%	58.33%
5 My grades adequately reflected the quality of my performance in this course.	12	0.522	4.500	4.5	4,5	0.00%	0.00%	0.00%	0.00%	50.00%	50.00%
6 The instructor was well prepared for each class.	12	0.492	4.667	5	5	0.00%	0.00%	0.00%	0.00%	33.33%	66.67%
7 The instructor's explanations were clear.	12	0.515	4.417	4	4	0.00%	0.00%	0.00%	0.00%	58.33%	41.67%
8 The instructor was concerned with whether or not the students learned the material.	12	0.674	4.500	5	5	0.00%	0.00%	0.00%	8.33%	33.33%	58.33%
9 The instructor was available for consultation with students.	12	0.669	4.583	5	5	0.00%	0.00%	0.00%	8.33%	25.00%	66.67%
10 The instructor's expectations for assignment were clear.	12	0.515	4.583	5	5	0.00%	0.00%	0.00%	0.00%	41.67%	58.33%
11 The instructor's assessments reflected what was covered in the course.	12	0.522	4.500	4.5	4,5	0.00%	0.00%	0.00%	0.00%	50.00%	50.00%
12 The instructor made a significant impact on my understanding of course content.	12	0.669	4.583	5	5	0.00%	0.00%	0.00%	8.33%	25.00%	66.67%
Overall Averages	12	0.538	4.563	5	5	0.00%	0.00%	0.00%	2.08%	39.58%	58.33%

Instruction Ratings

Question	Count	St Dev	Mean	Med	Mode	No Answer	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
6 The instructor was well prepared for each class.	12	0.492	4.667	5	5	0.00%	0.00%	0.00%	0.00%	33.33%	66.67%
7 The instructor's explanations were clear.	12	0.515	4.417	4	4	0.00%	0.00%	0.00%	0.00%	58.33%	41.67%
8 The instructor was concerned with whether or not the students learned the material.	12	0.674	4.500	5	5	0.00%	0.00%	0.00%	8.33%	33.33%	58.33%
9 The instructor was available for consultation with students.	12	0.669	4.583	5	5	0.00%	0.00%	0.00%	8.33%	25.00%	66.67%
Overall Averages	12	0.582	4.542	5	5	0.00%	0.00%	0.00%	4.17%	37.50%	58.33%

Learning Ratings

Question	Count	St Dev	Mean	Med	Mode	No Answer	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
1 This course increased my knowledge.	12	0.492	4.667	5	5	0.00%	0.00%	0.00%	0.00%	33.33%	66.67%
3 This course provided sufficient opportunity for me to learn.	12	0.515	4.583	5	5	0.00%	0.00%	0.00%	0.00%	41.67%	58.33%
4 This course challenged me intellectually.	12	0.515	4.583	5	5	0.00%	0.00%	0.00%	0.00%	41.67%	58.33%
12 The instructor made a significant impact on my understanding of course content.	12	0.669	4.583	5	5	0.00%	0.00%	0.00%	8.33%	25.00%	66.67%
Overall Averages	12	0.536	4.604	5	5	0.00%	0.00%	0.00%	2.08%	35.42%	62.50%

Assessment Ratings

Question	Count	St Dev	Mean	Med	Mode	No Answer	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
2 The course objectives were clear.	12	0.515	4.583	5	5	0.00%	0.00%	0.00%	0.00%	41.67%	58.33%
5 My grades adequately reflected the quality of my performance in this course.	12	0.522	4.500	4.5	4,5	0.00%	0.00%	0.00%	0.00%	50.00%	50.00%
10 The instructor's expectations for assignment were clear.	12	0.515	4.583	5	5	0.00%	0.00%	0.00%	0.00%	41.67%	58.33%
11 The instructor's assessments reflected what was covered in the course.	12	0.522	4.500	4.5	4,5	0.00%	0.00%	0.00%	0.00%	50.00%	50.00%
Overall Averages	12	0.504	4.542	5	5	0.00%	0.00%	0.00%	0.00%	45.83%	54.17%

13. List at least two things positive about this course:

- N/A
- Seemed very current
Plenty of real life examples and explanations
- 1) Instructor has a great sense of humor, I look forward to coming to his class, not just because he has a wealth of knowledge (over the theory and application) but he has an obvious passion and it's contagious
2) His teaching are practical and always up-to-date with insightful and easily read articles
- Ive leaqrned so many new applications. Before taking this class my knowledge of the internet and computers was very trivial. Now I feel I am more htan compaible to fully grasp the idea of internet marketing.
- -The course content is given efficiently using a wide variety of channels.

-The assignments were engaging, challenging, and fun to complete.
- Interesting course content, professor appreciated feedback from class constantly - always listens to what students have to say and replies to them
- opened my eyes to where the internet is going.
The best class I have had at UNLV.
I learned how to use tools on the internet to help with marketing.
- 1. Taught things that are current
2. Grades quickly
- Mr. Shah is an excellent instructor that illuminated current application and integration of core marketing philosophies into the emerging discipline of online marketing. The material learned in this class will closely reflect likely professional responsibilities for those just entering the business world.

14. List at least two things that would improve this course:

- N/A
- Group projects are horrible
Weebly was a pain to use
- 1) web site project should be an individual, not group, effort. It's difficult to coordinate with everyone's schedules and for some students, earning a good grade was not enough incentive to make the effort to communicate.
2) handouts or a quick reference list of sites/tools used in class would be helpful
- Attendance should not be taken this is a college night course, most of us satudents are full time workers. And that it is not avaiable at more times.
- I can't really think of any. Professor Shah does an excellent job overall. He has formed a curriculum and delivery that is truly professional. He is an excellent teacher.
- try to use something besides just powerpoints for lecture.
- 1. Needs to be more willing to help students
2. n/a