



University of North Texas  
 SETE  
 Response Distribution Report



**Faculty and Course Information**

Evaluated:	Eric Van Steenburg	Faculty ID:	ev0055
Email:	Eric.VanSteenburg@unt.edu	Term:	Summer 2011 5W2
Course:	MKTG3660.1 - ADVERTISING MGT	Response Rate:	12 / 18 (66.67%)

**Organization and Explanation of Materials**

Question	Responses	Mean	Strongly Disagree (1 pts.)	Disagree (2 pts.)	Agree (3 pts.)	Strongly Agree (4 pts.)
My instructor explains difficult material clearly.	12	3.42 pts.	0 (0 %)	0 (0 %)	7 (58 %)	5 (42 %)
My instructor communicates at a level that I can understand.	12	3.67 pts.	0 (0 %)	0 (0 %)	4 (33 %)	8 (67 %)
My Instructor makes requirements clear.	12	3.75 pts.	0 (0 %)	0 (0 %)	3 (25 %)	9 (75 %)
My instructor identifies relationships between and among topics.	12	3.67 pts.	0 (0 %)	0 (0 %)	4 (33 %)	8 (67 %)
	48	3.63 pts.	0 (0.00 %)	0 (0.00 %)	18 (37.50 %)	30 (62.50 %)

**Learning Environment**

Question	Responses	Mean	Strongly Disagree (1 pts.)	Disagree (2 pts.)	Agree (3 pts.)	Strongly Agree (4 pts.)
My instructor establishes a climate of respect.	12	3.50 pts.	0 (0 %)	1 (8 %)	4 (33 %)	7 (58 %)
My instructor is available to me on matters pertaining to the course.	12	3.67 pts.	0 (0 %)	0 (0 %)	4 (33 %)	8 (67 %)
My instructor respects diverse talents	12	3.67 pts.	0 (0 %)	0 (0 %)	4 (33 %)	8 (67 %)
My instructor creates an atmosphere in which ideas can be exchanged freely.	12	3.58 pts.	0 (0 %)	0 (0 %)	5 (42 %)	7 (58 %)
	48	3.60 pts.	0 (0.00 %)	1 (2.08 %)	17 (35.42 %)	30 (62.50 %)

## Self Regulated Learning

Question	Responses	Mean	Strongly Disagree (1 pts.)	Disagree (2 pts.)	Agree (3 pts.)	Strongly Agree (4 pts.)
My instructor gives assignments that are stimulating to me.	12	3.50 pts.	0 (0 %)	0 (0 %)	6 (50 %)	6 (50 %)
My instructor encourages me to develop new viewpoints.	12	3.67 pts.	0 (0 %)	0 (0 %)	4 (33 %)	8 (67 %)
My instructor arouses my curiosity.	12	3.67 pts.	0 (0 %)	1 (8 %)	2 (17 %)	9 (75 %)
My instructor stimulates my creativity.	12	3.58 pts.	0 (0 %)	1 (8 %)	3 (25 %)	8 (67 %)
	48	3.60 pts.	0 (0.00 %)	2 (4.17 %)	15 (31.25 %)	31 (64.58 %)

## Overall Opinions

Question	Responses	Mean	Strongly Disagree (1 pts.)	Disagree (2 pts.)	Agree (3 pts.)	Strongly Agree (4 pts.)
I like this instructor	12	3.67 pts.	0 (0 %)	0 (0 %)	4 (33 %)	8 (67 %)
I am interested in this subject	12	3.50 pts.	0 (0 %)	0 (0 %)	6 (50 %)	6 (50 %)
I think the classroom was appropriate for this class	12	3.50 pts.	0 (0 %)	0 (0 %)	6 (50 %)	6 (50 %)
I would recommend a course taught by this instructor	12	3.67 pts.	0 (0 %)	1 (8 %)	2 (17 %)	9 (75 %)
	48	3.58 pts.	0 (0.00 %)	1 (2.08 %)	18 (37.50 %)	29 (60.42 %)

## General Information

Question	Responses	A Required Course	An Elective	I am not sure
This class is:	12	8 (67 %)	3 (25 %)	1 (8 %)

Question	Responses	A	B	C	D	F
What grade do you expect to earn in this course?	12	6 (50 %)	5 (42 %)	1 (8 %)	0 (0 %)	0 (0 %)

## Open Comments

### Open Comments (Open-ended Responses)

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**Comment on the examinations**

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We only had one exam, but I am not too worried about it.

No exams yet, but quizzes are okay. Being able to use the book is pretty good. I would have preferred more than one quiz though.

pretty fair, hate the essay questions.

The online quizzes are fine. The professor lets us use the book and our notes in order to complete a 25 questions with a time of 45min to finish the quizzes on time. I like the format of the quizzes but I think they need to be less questions and have a little bit less time but not too much of a reduction.

The unannounced quizzes were not too difficult. I think they were a good way to encourage reading and taking notes.

A little difficult, but fair.

Haven't had the final exam yet, but the quizzes are very fair. No trick questions, and based on lectures and textbooks readings.

The examinations were fair. The pop-quizzes were difficult especially toward the end of the semester because we were so busy with our group project.

The exams were just as he described, not too easy and not too difficult.

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**Comment on course content**

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Explained things easy. A little shaky on what he believes himself and in the book.

The course content was completely relevant to the course taught, the subject matter was spot on.

The subject matter is extremely relevant. Nobody could work in marketing without having this basic knowledge that is taught in this class.

The subject matter is kinda interesting to see how an advertisement is made and how long it takes to develop it as a whole. sometimes the videos helped for the students to engage in.

Fun and informative.

A lot of content to remember but very informative and interesting.

Course material was relevant.

I really enjoyed the course content. It was a great addition to the Consumer Behavior course that I had taken because it really allowed us to put into action the theory that we had learned.

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**Comments regarding the instructor. If the course was team taught, please comment on the additional instructor.**

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Instructor is very enthusiastic about the subject, teaches it well, very friendly, and he keeps students involved.

Instructor was great. really knew the material and gave great real world examples. Always made time to meet with me outside of class. He made the class very interesting and made me want to come to class every time.

Good instructor. Full of information and passionate about what he teaches.

The instructor was fine. His humor sometimes was offensive either than that everything else about the instructor was ok.

I enjoyed taking this course because of this instructor

second time having the instructor and wish there were more courses available that he teaches. Love the guy.

He was very fair. He gave the teams time to work on projects together, and helped us through every step of the way.

The instructor came off a little harsh at first, very strict and informal. But as the semester went on, it got a lot easier to be in there and we warmed up to him pretty well.

AMAZING! Challenges you, but lets you know its not impossible.

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**Comments regarding the course structure.**

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Was set up well for it being as summer course

Since it was a summer course, everything went by very fast so a lot of work had to be done quickly. If it were taught during a fall or spring semester, it would be much more enjoyable.

Good structure. Nice quizzes. Not too wild about the pop quizzes. Reminds me of junior high.

Course structure was good.

GREAT!

It was a short summer course but I really enjoyed the group project. The only thing I would have liked to have happen is to grade our fellow group members, because one person didn't contribute at all to the project.

The course structure is timed out very nicely. it is a lot of work, but if everything was just simply due at the end then it would be a nightmare. Breaking up the project into 5-6 different parts let us concentrate and give our best attention to each part.

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**Evaluate the quality of your own work in this course**

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I could have worked a little bit harder.

I could improve on getting better results from the online quizzes, My attendance was great for this class I never missed a day.

I think I deserve an A.

I think I did okay. I'm a little nervous about the final but who isn't?

I could have been more vocal in class with questions and answers.

I hope and think I did very well. The only thing I could have done better was slow down and clearly understand what I was reading.

My work in the course could have been a lot better but I feel like I did a pretty good job.

I knew the material well but what I would like to do differently is have more opportunities to discuss within the class.

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