



University of North Texas
Student Evaluation of Teaching Effectiveness COB
Response Distribution Report



Faculty and Course Information

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|-------------------|--------------------------------|-----------------------|------------------|
| Evaluated: | Eric Van Steenburg | Faculty ID: | ev0055 |
| Email: | Eric.VanSteenburg@unt.edu | Term: | Spring 2012 |
| Course: | MKTG4330.3 PROD PLNG BRND MGMT | Response Rate: | 15 / 22 (68.18%) |

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. | 15 | 3.40 pts. | 1 (7 %) | 1 (7 %) | 4 (27 %) | 9 (60 %) |
| My instructor communicates at a level that I can understand. | 15 | 3.47 pts. | 1 (7 %) | 1 (7 %) | 3 (20 %) | 10 (67 %) |
| My Instructor makes requirements clear. | 15 | 3.20 pts. | 1 (7 %) | 1 (7 %) | 7 (47 %) | 6 (40 %) |
| My instructor identifies relationships between and among topics. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| | 60 | 3.40 pts. | 4 (6.67 %) | 3 (5.00 %) | 18 (30.00 %) | 35 (58.33 %) |

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. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| My instructor is available to me on matters pertaining to the course. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| My instructor respects diverse talents | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| My instructor creates an atmosphere in which ideas can be exchanged freely. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| | 60 | 3.53 pts. | 4 (6.67 %) | 0 (0.00 %) | 16 (26.67 %) | 40 (66.67 %) |

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. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| My instructor encourages me to develop new viewpoints. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| My instructor arouses my curiosity. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| My instructor stimulates my creativity. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| | 60 | 3.53 pts. | 4 (6.67 %) | 0 (0.00 %) | 16 (26.67 %) | 40 (66.67 %) |

Overall Opinions

| Question | Responses | Mean | Strongly Disagree (1 pts.) | Disagree (2 pts.) | Agree (3 pts.) | Strongly Agree (4 pts.) |
|--|-----------|-----------|-------------------------------|----------------------|-------------------|----------------------------|
| I like this instructor | 15 | 3.47 pts. | 1 (7 %) | 0 (0 %) | 5 (33 %) | 9 (60 %) |
| I am interested in this subject | 15 | 3.40 pts. | 0 (0 %) | 2 (13 %) | 5 (33 %) | 8 (53 %) |
| I think the classroom was appropriate for this class | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| I would recommend a course taught by this instructor | 14 | 3.50 pts. | 1 (7 %) | 0 (0 %) | 4 (29 %) | 9 (64 %) |
| | 59 | 3.47 pts. | 3 (5.08 %) | 2 (3.39 %) | 18 (30.51 %) | 36 (61.02 %) |

General Information

| Question | Responses | A Required Course | An Elective | I am not sure |
|----------------|-----------|-------------------|-------------|---------------|
| This class is: | 15 | 12 (80 %) | 3 (20 %) | 0 (0 %) |

| Question | Responses | A | B | C | D | F |
|--|-----------|-------------|-------------|-------------|------------|------------|
| What grade do you expect to earn in this course? | 14 | 7 (50 %) | 4 (29 %) | 3 (21 %) | 0 (0 %) | 0 (0 %) |

Open Comments

Open Comments (Open-ended Responses)

Comment on the examinations

I would've preferred exams to have been done differently. Having 5 questions with the first one worth 40% of the grade I don't feel adequately assesses whether someone comprehends the material. I missed that one question on the first test and got the others correct and still failed the test. I think having more questions helps assess a student's comprehension of the large amount of materials covered in each section.

They were a little more difficult than expected. We all went into the first test thinking it was going to be multiple choices, which it was not. A better explanation on how the tests were going to be would have been nice.

Mainly essay questions and fill in the blanks. The exams he thought were hard people did good in and the exams he thought were easy people did bad in.

The exams were over the material in the course, in terms of reality. The questions were open ended which meant we actually had to learn and retain the information instead of memorizing multiple choice answers.

Exams were pretty difficult because there is no study guide. It's basically guess which small part of this bulk of the information is going to be the one question worth 40% of your test grade.

The exams are fair and appropriately challenging. I like that it takes topics and applies them to situations that may relate to work in the field.

The exams are definitely fair. I think they are difficult, but in a way that provokes thinking on a level that is required to be successful in this class and subject matter.

The exams given in the class were great. These tests are a good way to measure how well a student knows the material. Mr. Van Steenburg is a very fair grader and I would love to see more tests follow this format.

Great Class!

Exams were composed of open-ended questions based on newspaper articles that we read during the exams. They were very difficult because there would just be a few specific questions that covered a couple months of teaching. I wish we would have had more specific guidance on what would be on the exams, but it was good that they were not weighted too heavily.

Fairly difficult but good if you study

All the tests were fair and required us to really know and understand the material.

Comment on course content

I found the content of this course to be very fresh and up to date. I always enjoy taking a class from teachers like Mr. Van Steenburg who have experience in the field that they are teaching. This makes me as a student much more willing to ask questions and learn more about the subject.

Content was fine.

The subject matter was very interesting and I'm happy that it is part of my major.

The subject matter was very interesting. Having never been exposed to the idea of branding I felt like I learned a lot. The material in the course was very relevant and well thought out and was presented in a way that was easy to relate to.

This course literally changed my entire perspective on marketing. Highly enjoyable.

Course content is ok.

I think this class is extremely relevant and I find the subject matter interesting

I thought the course content was informative and comprehensive which can be difficult with such a broad topic. The book breakdowns differed from the lectures but it helped that each lecture was related to either a book chapter or an outside reading.

It was a lot to learn but VS did a great job explaining everything and was always available if we needed him.

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

Hands down one of the best instructors I've ever had. He genuinely knew his course material and cared deeply for his students. Incredibly smart, funny, charismatic and genuine.

Mr. Van Steenburg is one of the best instructors I have ever encountered. He challenges students to do their best work, teaches with passion and enthusiasm, and is always prepared for the class with engaging and interesting material.

He's very energetic and a little quirky. For our mid-term group project he made a couple of low blow comments on our report that we did not agree with.

Mr. Van Steenburg is truly someone who is a born teacher. He is fun and energetic and keeps a professional air about himself. This combination makes him an excellent teacher for any student serious about his or her education. He is approachable and easy to talk to while his professionalism makes it easy for students to respect him. I consider myself lucky for having him as a teacher and would highly recommend him to anyone.

Mr. Van Steenburg was always open and willing to help a student if we needed any extra help. He always explained the material clearly and was willing to go over the material again if someone didn't understand. He can sometimes be intimidating, from a student's perspective, but he was always available.

One of the best and most caring instructors I have had. Mr. Van Steenburg was the most approachable instructor I have ever had and cared very much about the subject and making sure we understood what he was teaching. It was not easy to do the project because we were learning as we went along, but now that it is done, I feel like I have a good understanding of the subject because it wasn't easy to accomplish.

Van Steenburg is a good instructor. I think he picks some examples that are uncomfortable, like when we used Trojan Condoms as an example for our Strategic SWAT, but he generally does a good job.

I enjoy this professor, he likes to engage the class and make sure everyone understands. He encourages the class to participate in discussion to stimulate a flow of ideas throughout the class.

Great instructor.

Group project is good but is very time consuming for students that work full time.

Comments regarding the course structure.

Structure made you have to rely on your group a lot. Risk, reward type of thing.

The course structure was well set up and flowed well throughout the semester.

There could have been maybe a little more assignments to help with our grades.

The majority of my grade is coming from the project which is done out of class and the only thing done in class are tests and some extra credit.

The course structure was interesting and exciting. Worth learning.

I like how the course is structured

I think that his methods and the direction of the course are highly effective. Each lecture built on the previous and the practical application of working towards a report and presentation at the end of the course was designed and executed well.

Evaluate the quality of your own work in this course

I could have done better. I feel like I did really well on the project part, but now so much on the exams.

I could have studied more for the exams. I have shown up to every class and met the professor in office hours when I didn't understand a certain subject matter clearly

I feel I could've done better if I had more of an idea of exactly what was going to be on the tests.

I feel I participated well and prepared well for the class. I learned a lot about what to do and what not to do in a team setting. And while I made many mistakes in this course, I learned from each one. I feel this course has prepared me and the other students for "real world" work environments more so than any classes I have taken.

I went to all the classes and attended all the group meetings so I should do well.

I think I did very well in the class. I could have participated more often but I am happy with my work.

I think overall I worked very hard at this course. If anything I know that it was a course that truly sparked my interest and taught me lessons I could apply to my job right now. My only regret in this class is that I feel I didn't live up to my potential as a teammate and that my lack of performance might have affected my team members.

I am a little disappointed with my test scores in this class. If I could go back and do it over again, I would know how to more effectively allocate my study time, but that is how it always is. I feel our project was very well done and I am proud of the work that we accomplished.

Part C

| Question | Responses | Mean | Not at all descriptive (1 pts.) | Kind of descriptive (2 pts.) | Descriptive (3 pts.) | Very descriptive (4 pts.) |
|---|-----------|-----------|------------------------------------|---------------------------------|-------------------------|------------------------------|
| Follows the plan for the course as established in the syllabus. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Gives assignments related to the goals of this course. | 15 | 3.60 pts. | 0 (0 %) | 0 (0 %) | 6 (40 %) | 9 (60 %) |
| Explains the grading system clearly. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Is accessible to students out of class. | 15 | 3.80 pts. | 0 (0 %) | 0 (0 %) | 3 (20 %) | 12 (80 %) |
| Is well prepared. | 15 | 3.73 pts. | 0 (0 %) | 0 (0 %) | 4 (27 %) | 11 (73 %) |
| Speaks in a manner that is easy to understand. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Discusses points of view other than his/her own. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Contrasts implications of various theories. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Discusses recent developments in the field. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Presents origins of ideas and concepts. | 15 | 3.53 pts. | 0 (0 %) | 0 (0 %) | 7 (47 %) | 8 (53 %) |
| Explains clearly | 15 | 3.53 pts. | 0 (0 %) | 1 (7 %) | 5 (33 %) | 9 (60 %) |
| Lectures easy to outline or case discussion well organized. | 15 | 3.53 pts. | 0 (0 %) | 2 (13 %) | 3 (20 %) | 10 (67 %) |
| Is careful and precise in answering questions. | 15 | 3.60 pts. | 0 (0 %) | 0 (0 %) | 6 (40 %) | 9 (60 %) |
| Summarizes major points. | 15 | 3.60 pts. | 0 (0 %) | 0 (0 %) | 6 (40 %) | 9 (60 %) |
| States objectives for each class session. | 15 | 3.60 pts. | 0 (0 %) | 0 (0 %) | 6 (40 %) | 9 (60 %) |
| Encourages class discussion. | 15 | 3.87 pts. | 0 (0 %) | 0 (0 %) | 2 (13 %) | 13 (87 %) |
| Invites criticism of own ideas. | 15 | 3.60 pts. | 1 (7 %) | 0 (0 %) | 3 (20 %) | 11 (73 %) |

| | | | | | | |
|--|-----|-----------|------------|-------------|---------------|---------------|
| Knows if the class is understanding him/her or not. | 15 | 3.20 pts. | 0 (0 %) | 3 (20 %) | 6 (40 %) | 6 (40 %) |
| Cares about the quality of his/her teaching. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Has a genuine interest in students. | 15 | 3.80 pts. | 0 (0 %) | 0 (0 %) | 3 (20 %) | 12 (80 %) |
| Respects and takes student concerns seriously. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Is a dynamic and energetic person. | 15 | 3.73 pts. | 0 (0 %) | 0 (0 %) | 4 (27 %) | 11 (73 %) |
| Has an interesting style of presentation. | 15 | 3.40 pts. | 0 (0 %) | 2 (13 %) | 5 (33 %) | 8 (53 %) |
| Seems to enjoy teaching. | 15 | 3.80 pts. | 0 (0 %) | 0 (0 %) | 3 (20 %) | 12 (80 %) |
| Is enthusiastic about his/her subject. | 15 | 3.80 pts. | 0 (0 %) | 0 (0 %) | 3 (20 %) | 12 (80 %) |
| Seems to have self-confidence. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Varies the speed and tone of his/her voice. | 15 | 3.53 pts. | 1 (7 %) | 0 (0 %) | 4 (27 %) | 10 (67 %) |
| Made me work harder than in most other courses. | 15 | 3.67 pts. | 0 (0 %) | 1 (7 %) | 3 (20 %) | 11 (73 %) |
| Motivates me to do my best work. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Gives examinations requiring creative, original thinking. | 15 | 3.67 pts. | 0 (0 %) | 0 (0 %) | 5 (33 %) | 10 (67 %) |
| Given nature of exams and assignments, returns them quickly. | 15 | 3.80 pts. | 0 (0 %) | 0 (0 %) | 3 (20 %) | 12 (80 %) |
| Gives assignments and exams that are reasonable in length and difficulty | 15 | 3.33 pts. | 0 (0 %) | 3 (20 %) | 4 (27 %) | 8 (53 %) |
| Assigns grades fairly and impartially. | 15 | 3.73 pts. | 0 (0 %) | 0 (0 %) | 4 (27 %) | 11 (73 %) |
| | 495 | 3.64 pts. | 2 (0.40 %) | 12 (2.42 %) | 148 (29.90 %) | 333 (67.27 %) |