



University of North Texas
Standard SETE
Response Distribution Report



Faculty and Course Information

Evaluated: Eric Van Steenburg

Faculty ID: ev0055

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Term: Fall 2011

Course: MKTG4120.1 - BUYER BEHAVIOR

Response Rate: 9 /35 (25.71%)

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.	9	3.89 pts.	0 (0 %)	0 (0 %)	1 (11 %)	8 (89 %)
My instructor communicates at a level that I can understand.	9	3.89 pts.	0 (0 %)	0 (0 %)	1 (11 %)	8 (89 %)
My Instructor makes requirements clear.	9	3.89 pts.	0 (0 %)	0 (0 %)	1 (11 %)	8 (89 %)
My instructor identifies relationships between and among topics.	9	3.89 pts.	0 (0 %)	0 (0 %)	1 (11 %)	8 (89 %)
	36	3.89 pts.	0 (0.00 %)	0 (0.00 %)	4 (11.11 %)	32 (88.89 %)

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.	9	3.67 pts.	0 (0 %)	0 (0 %)	3 (33 %)	6 (67 %)
My instructor is available to me on matters pertaining to the course.	9	3.67 pts.	0 (0 %)	0 (0 %)	3 (33 %)	6 (67 %)
My instructor respects diverse talents	9	3.67 pts.	0 (0 %)	0 (0 %)	3 (33 %)	6 (67 %)
My instructor creates an atmosphere in which ideas can be exchanged freely.	9	3.78 pts.	0 (0 %)	0 (0 %)	2 (22 %)	7 (78 %)
	36	3.69 pts.	0 (0.00 %)	0 (0.00 %)	11 (30.56 %)	25 (69.44 %)

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.	9	3.56 pts.	0 (0 %)	0 (0 %)	4 (44 %)	5 (56 %)
My instructor encourages me to develop new viewpoints.	9	3.44 pts.	0 (0 %)	0 (0 %)	5 (56 %)	4 (44 %)
My instructor arouses my curiosity.	9	3.56 pts.	0 (0 %)	0 (0 %)	4 (44 %)	5 (56 %)
My instructor stimulates my creativity.	9	3.44 pts.	0 (0 %)	1 (11 %)	3 (33 %)	5 (56 %)
	36	3.50 pts.	0 (0.00 %)	1 (2.78 %)	16 (44.44 %)	19 (52.78 %)

Overall Opinions

Question	Responses	Mean	Strongly Disagree (1 pts.)	Disagree (2 pts.)	Agree (3 pts.)	Strongly Agree (4 pts.)
I like this instructor	9	3.44 pts.	0 (0 %)	0 (0 %)	5 (56 %)	4 (44 %)
I am interested in this subject	9	3.44 pts.	0 (0 %)	1 (11 %)	3 (33 %)	5 (56 %)
I think the classroom was appropriate for this class	9	3.44 pts.	0 (0 %)	0 (0 %)	5 (56 %)	4 (44 %)
I would recommend a course taught by this instructor	9	3.56 pts.	0 (0 %)	0 (0 %)	4 (44 %)	5 (56 %)
	36	3.47 pts.	0 (0.00 %)	1 (2.78 %)	17 (47.22 %)	18 (50.00 %)

General Information

Question	Responses	A Required Course	An Elective	I am not sure
This class is:	9	7 (78 %)	2 (22 %)	0 (0 %)

Question	Responses	A	B	C	D	F
What grade do you expect to earn in this course?	9	3 (33 %)	4 (44 %)	2 (22 %)	0 (0 %)	0 (0 %)

Open Comments

Open Comments (Open-ended Responses)

Comment on the examinations

I think the exam should be broken down and cover fewer chapters due to the extensivity and depth of consumer behavior.

There are only two exams in the semester. Each test is over about 10 chapters. Since it's over so many chapters it's difficult to make sure that you're studying the right material. The test is blended of multiple choice, fill in the blank, and an essay. Given the subject matter, I think that an essay is a good way of making sure that students are comprehending the material, rather than only multiple choice.

Exams are fair. I'm really glad we have quizzes that will help keep me conditioned, in a way, for the big exams.

Straight forward exams are given over covered material. I feel they are fair and the number of exams is appropriate.

well there is only a midterm and a final. but each time a review was given, and also the layout of the exam was given. material was clear and understanding

Exams were fair.

I think the exams were fair. They usually had multiple levels of difficulty for the questions and used a variety of styles (multiple choice, fill in the blank, short answer). The number of questions seemed fair, not too many where you get bored or too little where you freak out because if you miss one your screwed. I also like the practice test available before hand, that is a very useful tool!

Comment on course content

it was excellent, online lectures, class lecture very interactive, content was good.

I think the subjects discussed were very relevant to the course. I also thought every subject had a purpose/ reason for being talked about. I think the only time I had a problem with the material was in one of the last chapters we studied and the terms were just too much (the amount and names, you were just discussed half way through the readings because you were tired of the ridiculous amount of terms).

Subject matter is relevant for marketing.

I enjoyed learning about the subject matter and was able to apply it outside the class.

Course content was very relevant. Everything was organized and in order with the book. There were a few very interesting lessons that I liked because I was able to pick up some knowledge about things other than consumer behavior (the radiolab podcast, first clicker question of trivia, and the jazz lesson).

I enjoyed the subject matter, this was actually my favorite class of the semester. I really enjoy all the content and find each class enjoyable. Consumer branding is an area of marketing that I want to go in to, so by knowing consumer behavior content, I think it's very useful.

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

full of energy, always wants people to ask questions and express their ideas, gets people involved.

Mr. Van Steenburg knows his buyer behavior. I'm so glad he was able to supplement the book as well as teach from it.

I like this instructor as he tries to get students to apply course material to every day life. Even if students don't think it will apply, he gives examples of how it could regardless of their career choice. I loved the last lecture - it was fun and educational!

I would not change a single thing about Mr. Van Steenburg. This has actually been a pleasant experience for me, attending class, because I have struggled so much in college and with my instructors, Mr. Van Steenburg was beyond amazing. I really think his passion/ vibrance and enthusiasm that he brings to class should be seen a little more with professors these days. He made me want to come to class and pay attention and be involved. The way he can bring the subjects in the course (and the course itself) to students in a way that they relate to and ways that they see useful because its relatable to things they see in their future makes Mr. Van Steenburg on of the best teachers I have had the pleasure of learning from. I would not change a single thing he does and brings to the table from an instructor standpoint. I would highly recommend Mr. Van Steenburg to any student looking for marketing/business class (I would even say an elective class if they have an interest in marketing).

Instructor was enthusiastic and fair.

Professor Van Steenburg was fair and I can tell that he will be a great teacher. He still has some grwing to do but all in all he is good.

The professor taught the class really well. He engaged the class with the clicker questions, and encouraged class discussion. Even after we answered clicker questions he asked for students to justify there answer. I think that helps stimulate the class and makes students want to learn more.

Comments regarding the course structure.

I would have liked assignments with some creativity, but the online classes were very interesting.

straight forward. no misconceptions.

Flow of material was sensible.

The course was structured very well. I can say I was thrown off a bit when we jumped from one chapter to a later one and then back again, but that really was very minor and ended up working very well with the lesson pace.

I liked that every other Thursday we had an online class. The videos that we watched were interesting and different. They made you think out of the box and really try and see how they can be applied to consumer behavior.

Evaluate the quality of your own work in this course

I have done well with participating in class (i'd say im one of the few who really carries the conversations and answering), I have made sure to be prepared for class by reading the chapters before hand and writing outlines for those chapters, then taking notes during class as well.

I think that I have done really well in the class. I would like to get an A in the class, but even if I get a B I know that I'll walk away with a lot of useful knowledge about the subject. I actively participate in class and make sure to always complete my online assignments on time. One thing that I would change is that I should have studied more for the first exam.

i did well just failed to read somethings but bounce back because my instructor offered some extra credit

I could have improved my deadline awareness.

I completed all assignments as given, took suggestions from the instructor, and I feel my performance/work is reflected in my grade.

I have actually read chapters! I am so glad I was able to keep up for the most part. I always seem to fall behind when reading, but this time I was just barely making it. On that note, I would like to improve the time it takes for me to read.
