



[COURSE EVALUATION FOR INTEGRATED MARKETING COMM. SECT. 001 \(SPRING 2008\) \(CCPA3350-1-1082EVAL\)](#) > [CONTROL PANEL](#) > [GRADEBOOK](#) > [ITEM OPTIONS](#) > [ASSESSMENT STATISTICS: CCPA-EVALUATION](#)



## Assessment Statistics: CCPA-Evaluation

The statistics are calculated based only on the attempts being used in the grading option (Last attempt, First attempt, Lowest Score, Highest Score, or Average of Scores). If Average of Scores is the grading option, then all attempts are included in the statistics.

**Name** CCPA-Evaluation

**Attempts** 20 (Total of 20 attempts for this assessment)

**Instructions** Clicking the **Save** button after you answer a question is optional.

When you have answered all of the questions, click the **Submit** button

If a question is not applicable to this course, you may leave it blank. Ignore the warning about unanswered questions Blackboard will display after you press the **Submit** button.

### Question 1

#### Multiple Choice

How would you rate the instructor's overall teaching ability?

Answers	Percent Answered
Well Above Average	30%
Above Average	45%
Average	25%
Below Average	0%
Well Below Average	0%
<i>Unanswered</i>	0%

### Question 2

#### Multiple Choice

How would you rate the instructor's openness to diverse viewpoints and backgrounds?

<b>Answers</b>	<b>Percent Answered</b>
Well Above Average	40%
Above Average	45%
Average	15%
Below Average	0%
Well Below Average	0%
<i>Unanswered</i>	0%

**Question 3****Multiple Choice**

The course objectives were clearly communicated.

<b>Answers</b>	<b>Percent Answered</b>
Strongly agree	50%
Agree	45%
Feel neutral	5%
Disagree	0%
Strongly disagree	0%
<i>Unanswered</i>	0%

**Question 4****Multiple Choice**

The learning activities and assessment methods reflected the stated course objectives.

<b>Answers</b>	<b>Percent Answered</b>
Strongly agree	50%
Agree	50%
Feel neutral	0%
Disagree	0%
Strongly disagree	0%
<i>Unanswered</i>	0%

**Question 5****Multiple Choice**

I gave my maximum effort in this course this semester.

<b>Answers</b>	<b>Percent Answered</b>
Strongly agree	35%
Agree	45%
Feel neutral	15%
Disagree	5%
Strongly disagree	0%
<i>Unanswered</i>	0%

**Question 6****Essay**

Briefly describe 1) the most significant idea(s)/skill(s) that you learned through this course this semester, and 2) how it affected your artistic/intellectual growth, values, or perceptions, etc.

**Unanswered Responses**

5

**Given Answers**

I learned to manage my time and work fast and well. This will help me when events move quickly and I will need to react quickly in the workforce.

I learned the basics of putting together a marketing communications plan for a large, public company. Through this class I became more informed and confident in a business-focused setting rather than purely just a PR/Communications setting.

I learned so much about marketing and what it takes to create and implement a successful IMC plan. I feel very prepared to create and develop an actual plan for a company. This will help tremendously when I am getting a job in the future.

I learned the importance of marketing communications in establishing brand value. I realized that simple advertising is not the key to company success. The most important aspect of reaching out to the customer must be done through marketing communications, not just advertising.

1) We made a IMC plan it was great because it will be something I can really use in the future. I love classes that are not just about lecture....

Learned how to effectively develop a marketing plan, which will be very useful upon graduation. It also allowed me to look at business from a more integrated perspective.

I learned how to effectively write an integrated marketing communication plan.

i learned how to put together a business plan

I learned many important skills like the way we use metaphors in everyday life, and it will help me in the future in any profession I go into.

I really thought it was good that this class had a tangible product at the end. It taught me step by step how to create a marcom plan and the difference between marketing and marketing communciations.

I had fun learning about IMC and creating an actual one. Professor helped us and prepared us well.

The assignments were based on real requirements that would need to be met throughout a career. This experience helped prepare us for future jobs.

I learned how to focus my research on a topic so that it clearly defended an argument.

1. How to create a marcom plan
2. Have experience for when I graduate

This course was the first class I have taken at SMU that actually gave me real life work experience. I worked closely with a company and suggested different communication strategies.

**Question 7**

**Multiple Choice**

The professor was well prepared for class meetings.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	80%
Often	20%
Sometimes	0%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 8**

**Multiple Choice**

The professor stimulated and motivated students.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	45%
Often	30%
Sometimes	25%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 9****Multiple Choice**

The professor showed a willingness to help students.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	65%
Often	25%
Sometimes	5%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	5%

**Question 10****Multiple Choice**

The professor was available during office hours.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	60%
Often	40%
Sometimes	0%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 11****Multiple Choice**

The professor used class time effectively.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	70%
Often	30%
Sometimes	0%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 12****Multiple Choice**

The professor took an interest in the students, in teaching, and in the course.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	80%
Often	20%
Sometimes	0%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 13****Multiple Choice**

The course was challenging.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	50%
Often	40%
Sometimes	10%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 14****Multiple Choice**

The grading policy was clearly defined.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	65%
Often	30%
Sometimes	5%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 15****Multiple Choice**

Evaluation and grading were fair.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	65%
Often	30%
Sometimes	5%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 16****Multiple Choice**

I would recommend this course to others.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	70%
Often	30%
Sometimes	0%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 17**

**Multiple Choice**

I would recommend this professor to others.

<b>Answers</b>	<b>Percent Answered</b>
Almost Always	50%
Often	30%
Sometimes	20%
Rarely	0%
Almost Never	0%
<i>Unanswered</i>	0%

**Question 18**

**Multiple Choice**

What is your overall evaluation of this COURSE?

<b>Answers</b>	<b>Percent Answered</b>
Excellent	50%
Good	50%
Adequate	0%
Poor	0%
Unacceptable	0%
<i>Unanswered</i>	0%

**Question  
19**

**Essay**

Please comment on the strengths/weaknesses of the instructor and/or offer any suggestions for improving the course.



**Unanswered Responses**

8

**Given Answers**

I have no suggestions, the course was one of the best courses I have taken.

I think that some of the readings did not correlate to the class nor help with our marcom final assignment. In the future the professor should perhaps focus on more marcom efforts than the metaphors book.

He gave like everyone in the class the same grade on all of our projects all the time which was weird.

He was a great teacher and really helped us learn practical skills for our future professions.

Classes got a little boring sometimes. Work on keeping the material engaging through the entire class period.

Eric was great, I can't think of anything to suggest

Really enjoyed the class. May be helpful to have more quizzes on the reading to make sure students understand the material.

I thought the oral presentation was out of left field and didn't serve a real research purpose.

The teacher is by far one of the best teachers I have had since I have been at SMU, I am looking forward to having him in other classes. However, I did not see Prof. Van Steenburg teaching any classes next semester, which I did not like because I would love to have him in more classes in the future.

he was able to keep his students attention

loved the professor. Great teacher and really cares about IMC. helped us understand it.

OK