

**COURSE STATISTICS**

Course ID CCPA2308-2-1087Eval

Course\_Name STRATEGIC COMMUNICATION

Administrator CCPA

Instructor Van Steenburg, Eric

ericv@smu.edu

**RESPONSE SUMMARY**

#	No. of 5s/%		No. of 4s/%		No. of 3s/%		No. of 2s/%		No. of 1s/%		Non-Responses	STNDV	CLASS AVG	DEPT AVG	MSA AVG
1	9	60%	5	33%	1	7%	0	0%	0	0%	0	0.64	4.53	4.05	4.18
2	7	47%	4	27%	4	27%	0	0%	0	0%	0	0.86	4.20	4.15	4.24
3	10	67%	5	33%	0	0%	0	0%	0	0%	0	0.49	4.67	4.03	4.25
4	9	60%	6	40%	0	0%	0	0%	0	0%	0	0.51	4.60	4.08	4.29
5	7	50%	5	36%	1	7%	1	7%	0	0%	0	0.91	4.29	4.43	4.33
6											0				
7	14	93%	1	7%	0	0%	0	0%	0	0%	0	0.26	4.93	4.54	
8	9	60%	4	27%	2	13%	0	0%	0	0%	0	0.74	4.47	4.23	
9	10	67%	4	27%	1	7%	0	0%	0	0%	0	0.63	4.60	4.49	
10	10	71%	3	21%	1	7%	0	0%	0	0%	0	0.63	4.64	4.36	
11	13	87%	1	7%	1	7%	0	0%	0	0%	0	0.56	4.80	4.30	
12	11	73%	3	20%	1	7%	0	0%	0	0%	0	0.62	4.67	4.51	
13	12	80%	2	13%	0	0%	1	7%	0	0%	0	0.82	4.67	4.49	
14	8	53%	5	33%	2	13%	0	0%	0	0%	0	0.74	4.40	4.19	
15	10	67%	3	20%	2	13%	0	0%	0	0%	0	0.74	4.53	4.14	
16	12	80%	2	13%	1	7%	0	0%	0	0%	0	0.59	4.73	4.04	
17	11	73%	3	20%	0	0%	1	7%	0	0%	0	0.83	4.60	4.15	
18	9	60%	5	33%	1	7%	0	0%	0	0%	0	0.64	4.53	4.12	
19											0				

<b>Enrollment</b>	15	<b>Total 5's</b>	171	67.6%	Blanks indicate essay questions or that the survey contained fewer than 23 questions.  The non-response totals shown for essays should be ignored.
<b>Course GPA</b>	3.13	<b>Total 4's</b>	61	24.1%	
<b>Number Responses</b>	15	<b>Total 3's</b>	18	7.1%	
<b>Percent Responses</b>	100.0%	<b>Total 2's</b>	3	1.2%	
<b>Overall Average</b>	4.58	<b>Total 1's</b>		0.0%	
<b>Overall Min</b>	4.20				
<b>Overall Max</b>	4.93	<b>Within dept ranking (based on overall question average)</b>			
<b>Overall STD</b>	0.68	<b>MSA Questions</b>	11	<b># Courses Offered</b>	28
		<b>All Questions</b>	10	<b># Courses Ranked</b>	28

Ranks 1 = best

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I really learned how to be confident in my writing. He is very good at getting on the students level, and encouraging them. Met with me to help me overcome obstacles I was having.

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1. The most significant skill I learned in this course was to write effectively and to the point.	Grading was fair and helped you understand how you need to improve.

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1.) learned how to write clearly and concisely 2.) helped me to understand how to write in the AP style and apply it to everyday writing

Great class. Great teacher. Kept everything interesting.

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I learned how to write several different formats to the media and to the general audience. It affected my intellectual growth because now I will be knowledgeable in those areas when needed to write those types of papers in my future.

Some of his strengths were that he was knowledgeable in this area of communications, and that he continued to quiz us to make sure we absorbed the information. Also gave us papers and explained them ahead of time. Some weaknesses were that there was a lot of reading and work assigned every day, hard to keep up with reading and writing.

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All of the different assignments will really help in the real world and serve as a good starting point for assignments we would have to do for jobs.

Our teacher made the classroom setting comfortable for everyone and taught us things that will be beneficial to us in the future.

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I became a more effective writer, and learned to better construct and support my arguments.

I didnt like the quizzes. They were very difficult. Other than being a critical grader, Eric was probably one of the most effective professors I have had at SMU thus far. I respected him because of his real-world experience. I very much enjoyed this challenging course.

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1) how to write pr and journalism documents 2) opened me up to news awareness

It would be beneficial to have a PR professional teach a PR class instead of a former journalist. Graded more on how he enjoyed our papers than how well they were written.

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1) I learned several important skills for writing PR and 2) it helped my development as a writer

The professor was very enthusiastic and always made topics interesting while still being able to effectively demonstrate the importance of the subject.

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How to communicate with the media

The teacher was very enthusiastic about communications and stressed the need to communicate with the media

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1) I learned how to write like a public relations professional and not have all my writing be like a research paper. 2) I think that it affected my intellectual growth by really focusing on grammar and AP style writing. I struggled with both of these before the course and now I feel like I have really gotten a hold on it.

I thought the course and the instructor were excellent and I would not change a thing.

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I learned how to write much better.

Great teacher!

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This class taught me the skills that are going to be necessary in the Public Relations work force. Through completion and evaluation of writings throughout the semester I was able to become a better professional writer.

The instructor was great! Thank you for a great semester Eric!

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Everything that we learned in this class was important. We constantly learned new things during every class period. Eric's insight really helped throughout the learning process. We were taught interviews, analysis, press releases, media alerts, hard news leads, feature articles, opinion pieces, speeches and AP style. Students then demonstrated what they learned, by writing their own articles, and then mastered the material by correcting their articles after they were graded.

Eric cuts to the chase when grading papers by telling you what you are doing wrong and how to fix it. His comments and criticism were ALWAYS CONSTRUCTIVE. He is very understanding and does his best to help out his students. Professor Van Steenburg's class was always informative and always enjoyable. His teaching style is very effective. He lets students critique each other in class which is a great teaching method and everyone feels equal in this process...no one feels like they were over-criticized etc. Professor Van Steenburg will take time out to work with a student one-on-one and he wants all of his students to succeed. A fresh and effective teaching style!

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very good teacher

very good professor