



Spring 2019 report for MAR 4933-902(23828) Digital Marketing (Luke Liska)

USF Student Assessment of Instruction

Project Audience: 20

Responses Received: 15

Response Ratio: 75%

Subject Details

Course Name: Digital Marketing

Section: 902

College Name: Business

Department Name: Marketing

Term Title: Spring 2019

First Name: Luke

Last Name: Liska

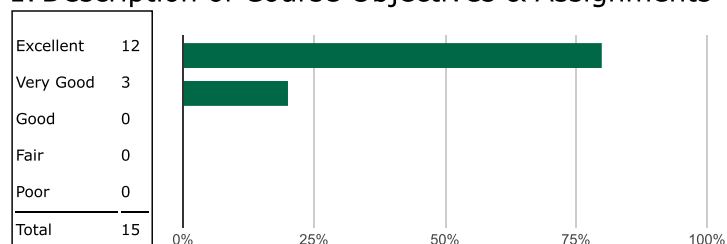
Section 1. Frequency Statistics

The charts below provide statistics and the response breakdown of how students answered each question.

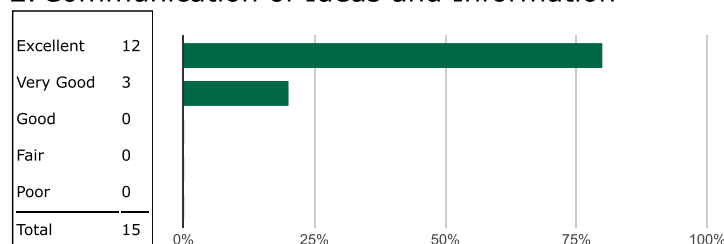
Select your rating of the following statements as pertaining to **Luke Liska**

Competency Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.4

1. Description of Course Objectives & Assignments



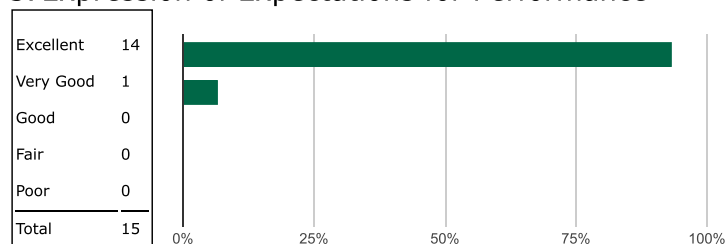
2. Communication of Ideas and Information



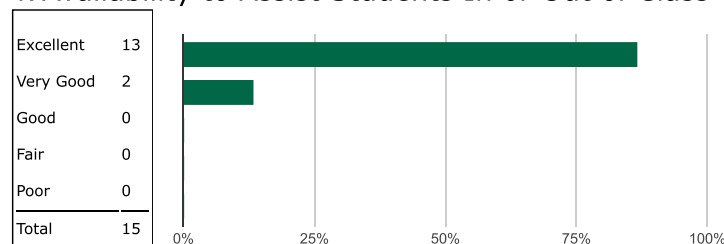
Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.4

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Mean	4.8
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Mode	5
Standard Deviation	+/-0.4

3. Expression of Expectations for Performance



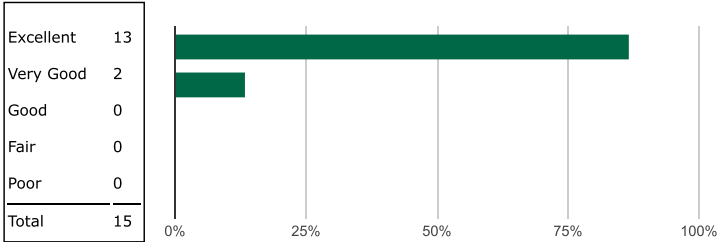
4. Availability to Assist Students In or Out of Class



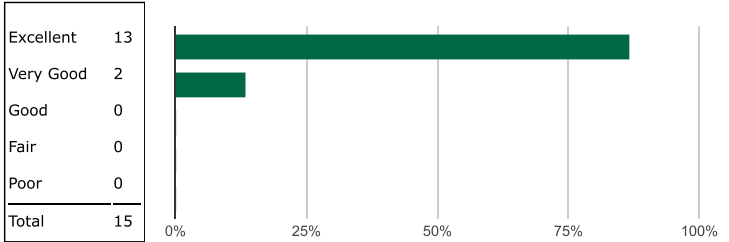
Statistics	Value
Mean	4.9
Median	5.0
Mode	5
Standard Deviation	+/-0.3

Statistics	Value
Mean	4.9
Median	5.0
Mode	5
Standard Deviation	+/-0.4

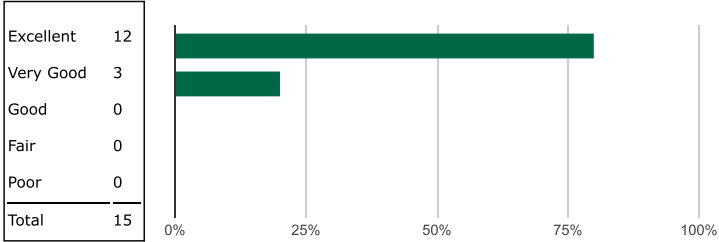
5. Respect and Concern for the Students



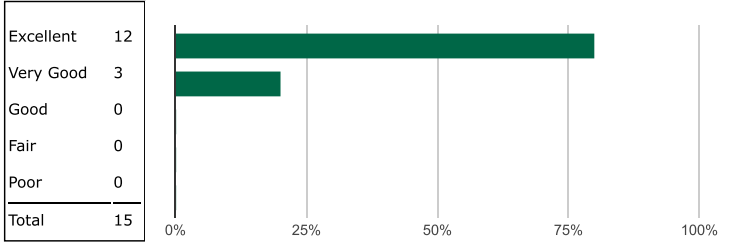
6. Stimulation of Interest in the Course



7. Facilitation of Learning



8. Overall Rating of the Instructor

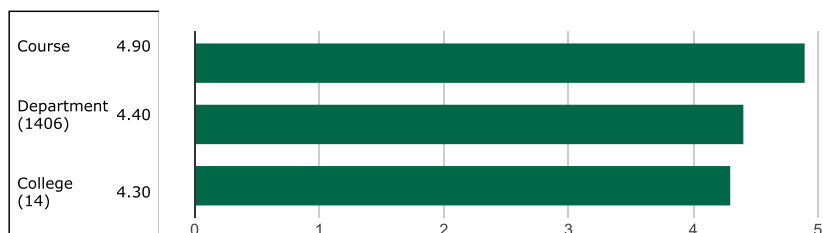


Section 2. Comparative Section

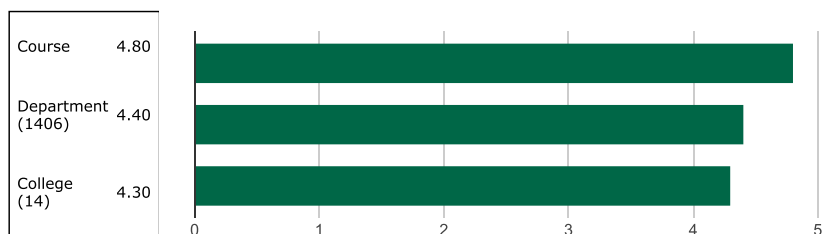
The charts below compare how the students in your course rated you as compared to all of the instructors in the department, and all of the instructors in the college.

Select your rating of the following statements as pertaining to **Luke Liska**

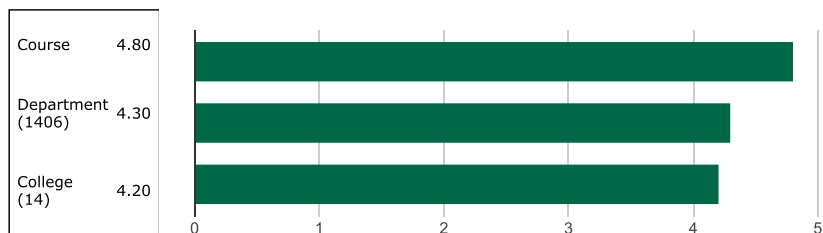
Overall



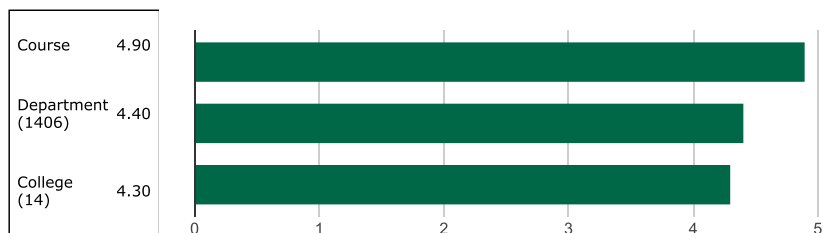
1. Description of Course Objectives & Assignments



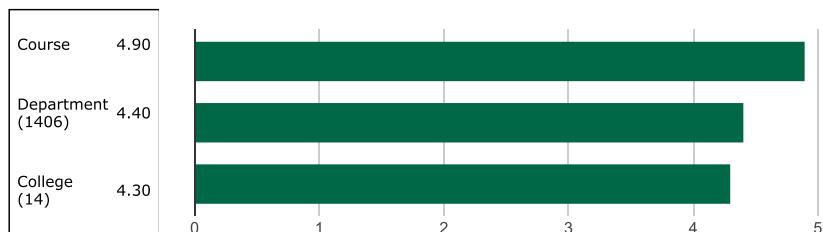
2. Communication of Ideas and Information



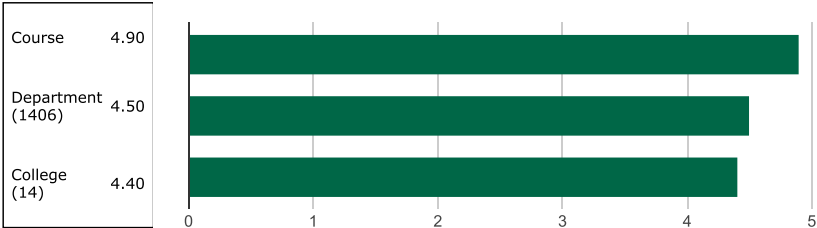
3. Expression of Expectations for Performance



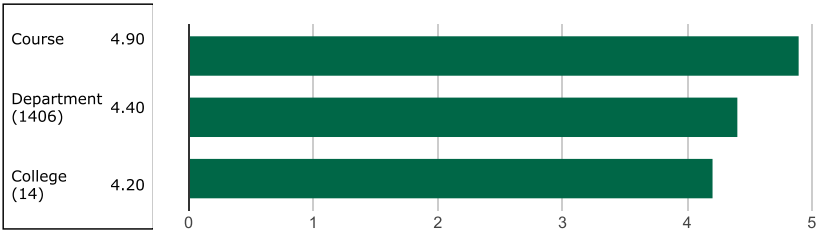
4. Availability to Assist Students In or Out of Class



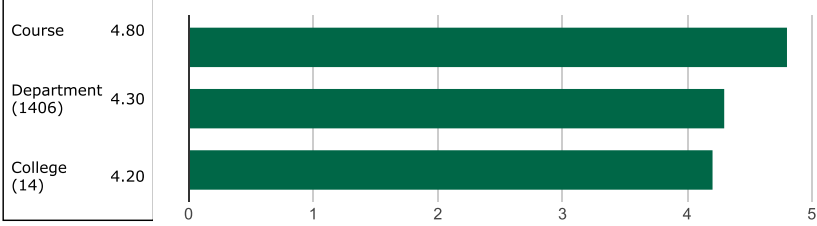
5. Respect and Concern for the Students



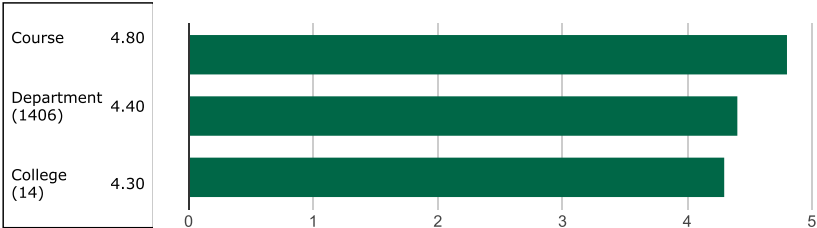
6. Stimulation of Interest in the Course



7. Facilitation of Learning



8. Overall Rating of the Instructor



Section 3. Comments

The following are responses to two open-ended questions from your students pertaining to you, and the course.

Please provide any additional comments with respect to **Luke Liska**

Comments
Fantastic professor with an engaging teaching style.
Favorite professor at USF, very engaging, intelligent, and good at conveying ideas. All of the information that was taught to me was retained because of his teaching style.
Great Class. I have learned so much from this professor.
Great professor.
Great teacher
I really liked the instructor. He was very fun and extremely knowledgeable in the subject. He was a little too easygoing in my opinion which made me not care to do as well on some assignments.
Learned so much, excellent professor
Professor Liska is an excellent professor. He really cares about his students and is very knowledgeable on the subjects he teaches. He is always trying to make class interesting and wants to keep students engaged. He made sitting in a 3 hour lecture enjoyable and I would highly recommend him to anyone.
Really fun and interactive professor!
Super friendly, case studies were much better than exams. Passionate about his subject with lots of real world examples. Lectures were fun and the information was very relevant.
This was one of my favorite classes this semester thank you for making it such a fun and engaging class.
very helpful and understanding with workload and assignments.

Please provide any additional comments with respect to **MAR4933-902 (23828) Digital Marketing**

Comments
Excellent class with information that should be a lot more widespread, in todays world digital marketing is a very important tool, even for non marketing majors
Fun course that provides an interesting aspect to marketing. Many of the things I learned in this course were things I never knew prior. Digital Marketing is much deeper than it appears on the outside and with the ever evolving use of technology, it will become extremely valuable.
Great class luke
I thought the corse work was a bit difficult and that the grading on assignments was a bit tough.
One of the most applicable and relevant courses I have taken at USF.
The only comment i would like to give to help future students is decreasing the amount of the case studies given.