Summer 2019 report for MAR 3823-791(51105) Marketing Management (Luke Liska)

USF Student Assessment of Instruction

Project Audience: 44
Responses Received: 29
Response Ratio: 66%

Subject Details

Course Name: Marketing Management
Section: 791
College Name: Business
Department Name: Marketing
Term Title: Summer 2019
First Name: Luke
Last Name: Liska

Section 1. Frequency Statistics

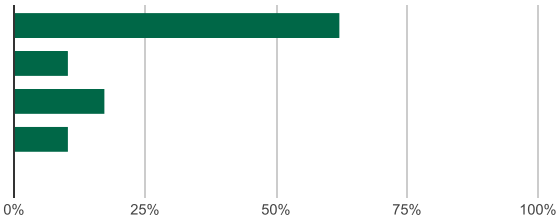
The charts below provide statistics and the response breakdown of how students answered each question.

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

Competency Statistics	Value
Mean	4.3
Median	5.0
Mode	5
Standard Deviation	+/-1.1

1. Description of Course Objectives & Assignments

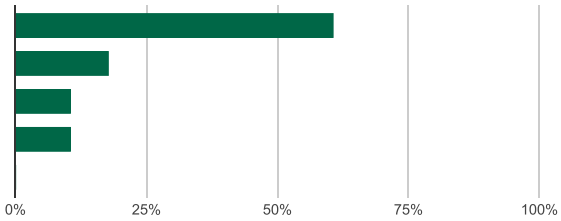
Excellent	18
Very Good	3
Good	5
Fair	3
Poor	0
Total	29



Statistics	Value
Mean	4.2
Median	5.0
Mode	5
Standard Deviation	+/-1.1

2. Communication of Ideas and Information

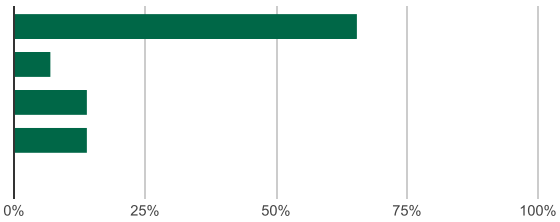
Excellent	17
Very Good	5
Good	3
Fair	3
Poor	0
Total	28



Statistics	Value
Mean	4.3
Median	5.0
Mode	5
Standard Deviation	+/-1.0

3. Expression of Expectations for Performance

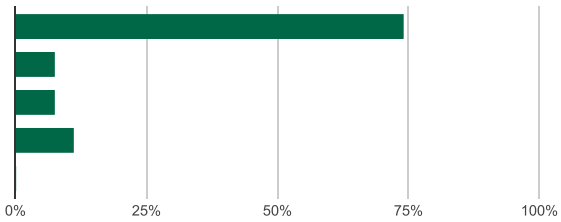
Excellent	19
Very Good	2
Good	4
Fair	4
Poor	0
Total	29



Statistics	Value
Mean	4.2
Median	5.0
Mode	5
Standard Deviation	+/-1.2

4. Availability to Assist Students In or Out of Class

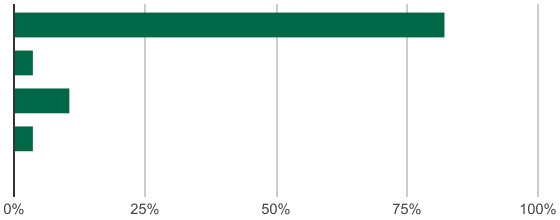
Excellent	20
Very Good	2
Good	2
Fair	3
Poor	0
Total	27



Statistics	Value
Mean	4.4
Median	5.0
Mode	5
Standard Deviation	+/-1.1

5. Respect and Concern for the Students

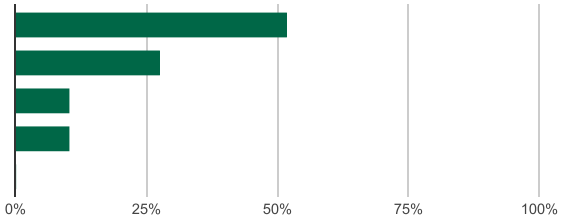
Excellent	23
Very Good	1
Good	3
Fair	1
Poor	0
Total	28



Statistics	Value
Mean	4.6
Median	5.0
Mode	5
Standard Deviation	+/-0.8

6. Stimulation of Interest in the Course

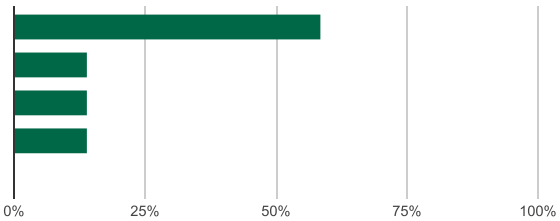
Excellent	15
Very Good	8
Good	3
Fair	3
Poor	0
Total	29



Statistics	Value
Mean	4.2
Median	5.0
Mode	5
Standard Deviation	+/-1.0

7. Facilitation of Learning

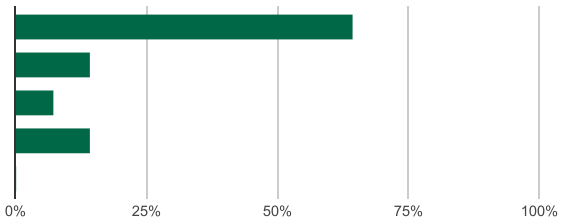
Excellent	17
Very Good	4
Good	4
Fair	4
Poor	0
Total	29



Statistics	Value
Mean	4.2
Median	5.0
Mode	5
Standard Deviation	+/-1.1

8. Overall Rating of the Instructor

Excellent	18
Very Good	4
Good	2
Fair	4
Poor	0
Total	28



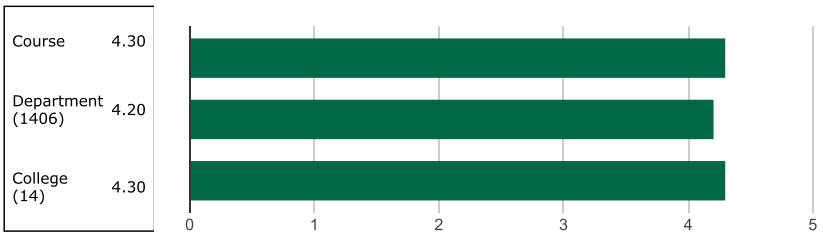
Statistics	Value
Mean	4.3
Median	5.0
Mode	5
Standard Deviation	+/-1.1

Section 2. Comparative Section

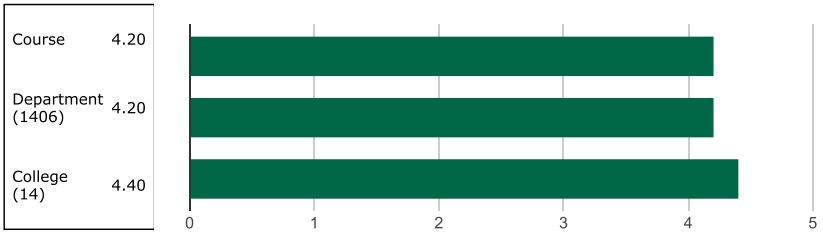
The charts below compare how the students in your course rated you as compared to all of the instructors in the department, and all of the instructors in the college.

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

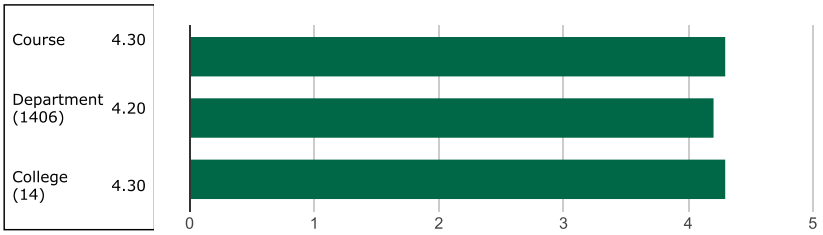
Overall



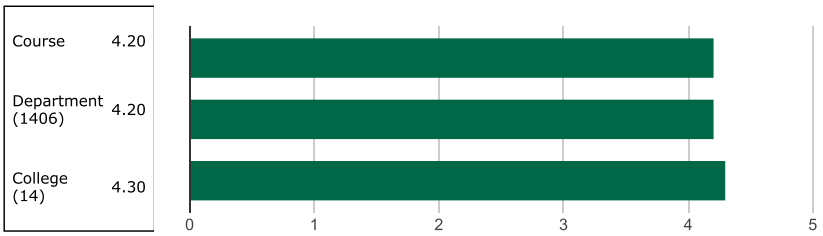
1. Description of Course Objectives & Assignments



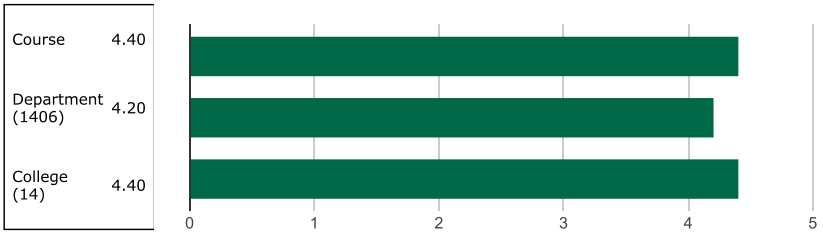
2. Communication of Ideas and Information



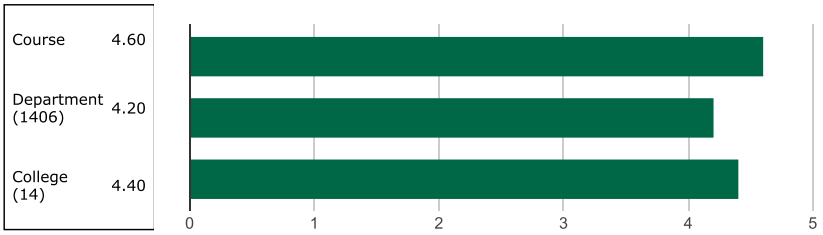
3. Expression of Expectations for Performance



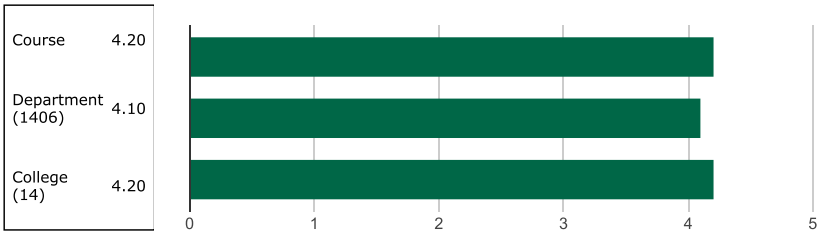
4. Availability to Assist Students In or Out of Class



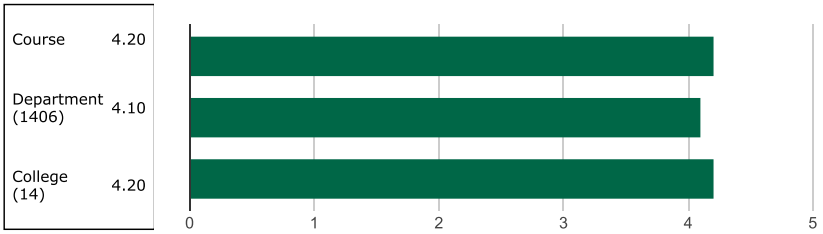
5. Respect and Concern for the Students



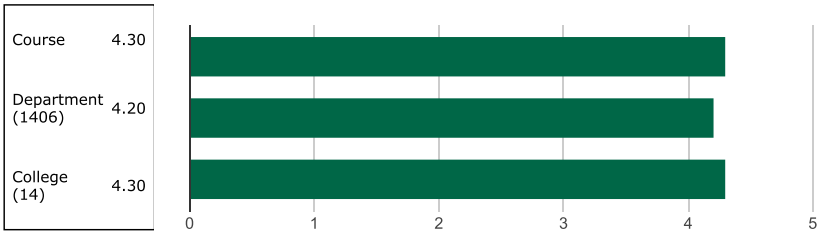
6. Stimulation of Interest in the Course



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
Discussion posts were cut short and didn't seem relevant to the subject matter. Final project wasn't clear on what was expected for certain pages. The last half of lectures weren't even recorded. Only PowerPoint and script provided to read. Overall it was an easy class, but didn't feel as though it was laid out properly.
Great teacher good job as his first class
he has been my favorite professor this semester. His assignments are thorough yet not overwhelming and he is personable (very important to me)
I liked the 3 discussion posts that Luke made us do but didn't feel challenged enough personally and was confused on when the discussion posts were going to be. According to the syllabus we where suppose to have a discussion every week. I
Luke Liska is a very approachable, helpful, timely professor. He has lectures that are very clarifying and extremely helpful to understand the world of marketing and how to become market driven. He also gives great feedback and is very respectful.
Luke Liska was responsive and made the class interesting.
Luke was great. He always provided clear, detailed instruction and feedback, and his lectures were consistently informative and easy to listen to and understand.
Nice but I think he was on summer vacation. The lectures were okay but nothing new was taught and the class didn't require effort from student or teacher.
Prof. Liska was responsive and helpful throughout this course, and it was enjoyable.
Really enjoyed the class! Fair amount of work load.
Summer Semesters can be extremely stressful due to the short time frame given for course completion, however I found this course very easy to navigate. I think you did an amazing job providing us with great material while providing realistic goals in order for every student to succeed. I think many professors forget that we have full time jobs or other classes in addition to theirs which leads them to set unrealistic or stressful expectations for us. I hope you continue to help students and maintain your understanding of our lifestyles as it makes a huge difference in our success.
The Professor is very attentive. Every–time I would email him, he'll replay fast with the right answer to my concerns.
Very nice and lectures were good
Well organzied

Please provide any additional comments with respect to MAR3823-791 (51105) Marketing Management

Comments
Course was a bit disorganized and did not stick to the syllabus. Professor mentioned we were going to do certain things then changed his mind about assignments. Was a bit confusing to keep track of what needed to be done
Felt this class was nearly a duplicate of my organizational assessment class I took in the same semester. I felt going into the class marketing was all about being super creative and thinking outside the box but I felt like it was more about reputation, building the brand name and basically everything else I learned from MAN 4282
Great strategies for marketing
I feel this class need a little more engagement, such as extra activities for the syllabus or readings to get more knowledge about the topics given.
It's a great beginner course for marketing.
Marketing management was a fun course, I learned a lot and learning how to make a marketing plan was insightful.
The class was great, I like the format of the class being revolved around one main assignment, the marketing plan, and everything else was just leading up to the plan. It was cool to get some real world experience.
The course overall was very eye opening and provided me with a better understanding of marketing as a whole. Once again the course load was realistic for the summer semester time frame. I feel I have a better understanding and application of marketing plans and also learned that marketing much like science and math is always around no matter what job you have.
This class is SO interesting. It really gives you a better insight into what the behind the scenes are for marketing which is truly so interesting. I really think this class is very important to help answer that high–level "what's marketing?" question.
This was an easy class, however I paid for a class and didn't get an education in return. The curriculum and teacher/student involvement were vague and minimal. In the end I learned nothing new, likely got an A. It's a poor value and does nothing to add on to the info already taught in every other required marketing class. It would be great if Marketing classes actually built off each other instead of just vaguely summarizing the same concepts of segmentation, positioning, SWOT, etc.
Very informative and useful class