



## Results of Course Evaluations MKTG352-005-SPRING-2018

Dear Instructor Aghaie,

This email contains evaluation results for MKTG352-005-SPRING-2018 - Spring 2018:

35 students are enrolled for this course. Participation 85.71%

The global indicators are listed first, followed by the individual average values, consisting of the following scales:

- OBJECTIVES OF THE COURSE
- INSTRUCTOR PERFORMANCE
- LEARNING AND SKILL DEVELOPMENT
- COURSE MATERIAL, EXAMINATIONS, AND ASSIGNMENTS
- OTHER QUESTIONS AND WRITTEN COMMENTS

In the second part of the analysis the average values of all individual questions are listed.

## Sina Aghaie

MKTG352-005-SPRING-2018 (MKTG352-005-SPRING-2018)

No. of responses = 30

No. of enrolled = 35

% returned = 85.71



## Overall indicators

## Global Index

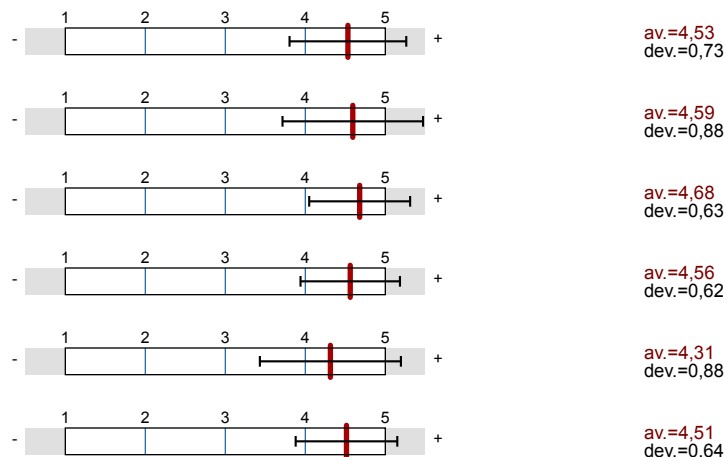
## OBJECTIVES OF THE COURSE

## INSTRUCTOR PERFORMANCE

## LEARNING AND SKILL DEVELOPMENT

## COURSE MATERIAL, EXAMINATIONS, AND ASSIGNMENTS

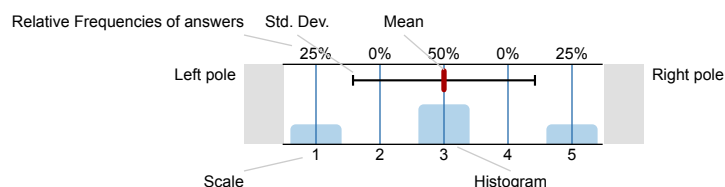
## OTHER QUESTIONS AND WRITTEN COMMENTS



## Survey Results

## Legend

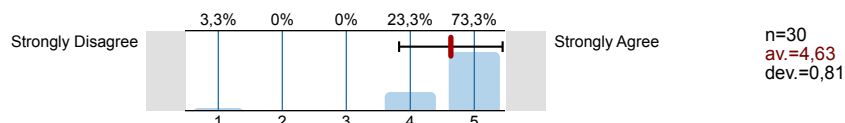
Question text



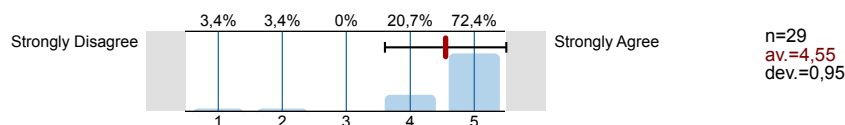
n=No. of responses  
 av.=Mean  
 dev.=Std. Dev.  
 ab.=Abstention

## OBJECTIVES OF THE COURSE

1. The instructor clearly stated the learning outcomes of the course.

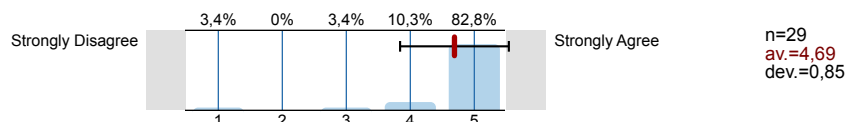


2. The content of the course was consistent with the course learning outcomes.

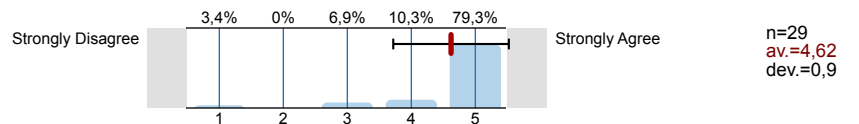


## INSTRUCTOR PERFORMANCE

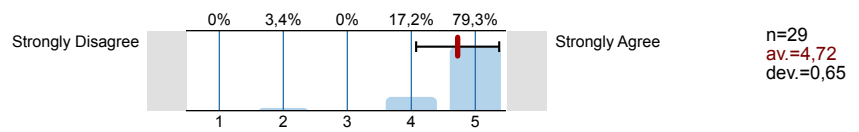
3. The instructor clearly stated the methodology by which your final grade would be determined.



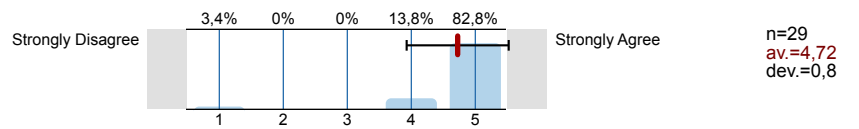
4. Instructor clearly explained any special requirement of the attendance which differ from the attendance policy of the University.



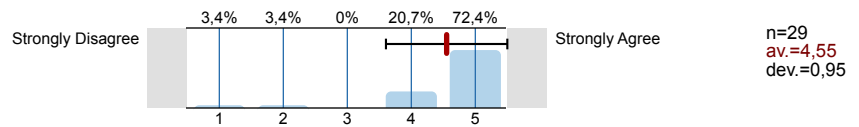
5. The instructor graded and returned the student's written work (e.g., examinations and papers) in a timely manner.



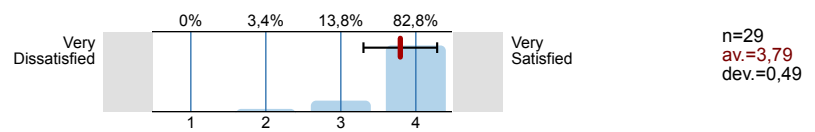
6. The instructor met the class regularly and at the scheduled times.



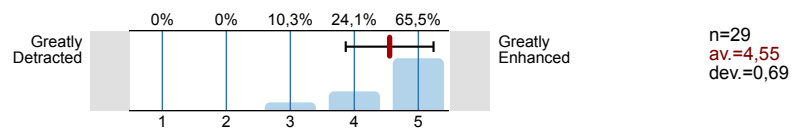
7. The instructor scheduled a reasonable number of office hours per week.



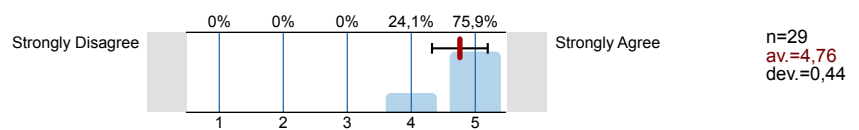
8. Please indicate your satisfaction with the availability of the instructor outside the classroom by choosing from the scale below (In selecting your rating, consider the instructor's availability via established office hours, appointments, and other opportunities for face-to-face interaction as well as via telephone, e-mail, fax and other means.



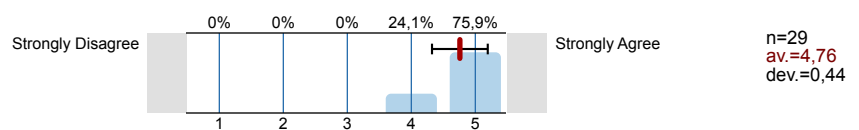
9. If Web sites, Blackboard or other Internet resources were a part of this course, to what extent did they enhance or detract from your learning experience in this course.



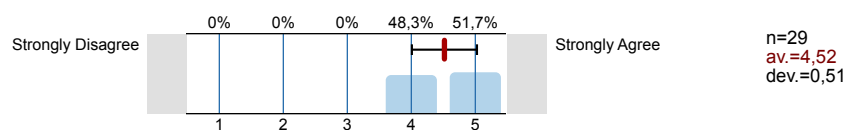
10. The instructor was consistently well prepared for class.



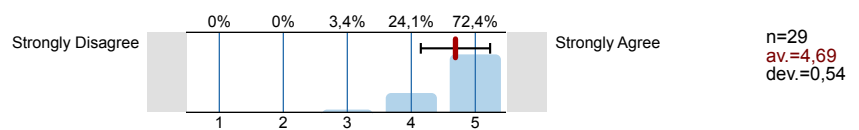
11. The instructor was very knowledgeable about the material covered in the course.



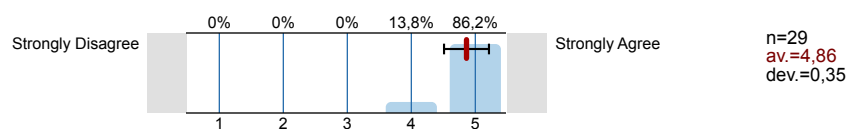
12. The instructor's teaching style was effective in stimulating learning.



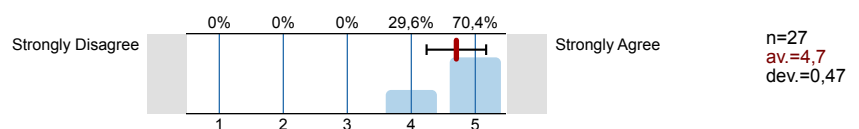
13. I would recommend this instructor to other students.



14. The instructor displayed willingness to provide me with help and guidance.

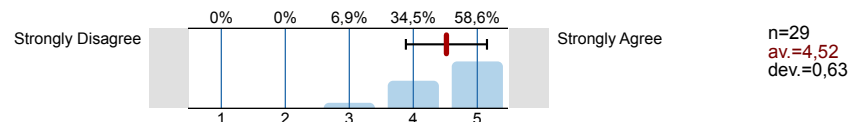


15. The instructor provided helpful feedback to me on my work.

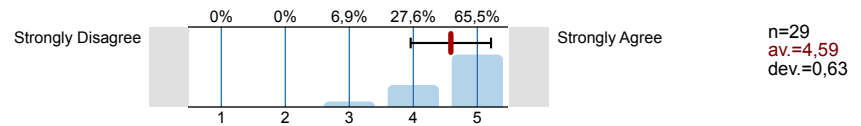


## LEARNING AND SKILL DEVELOPMENT

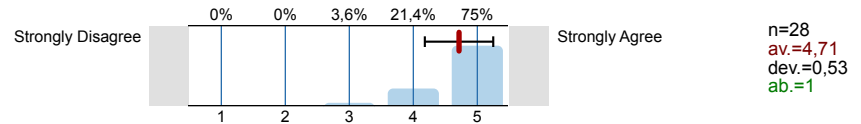
16. Overall, I learned a great deal from this course.



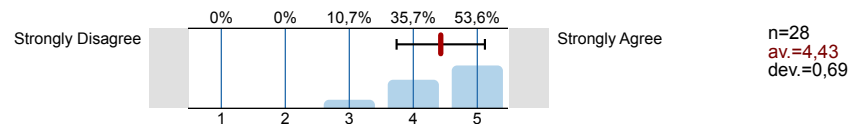
17. The course challenged me to think analytically.



18. This course provided knowledge that will be useful to me later in my career.

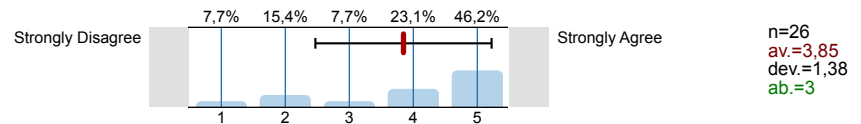


19. The course required me to utilize and develop written and/or oral communication skills.

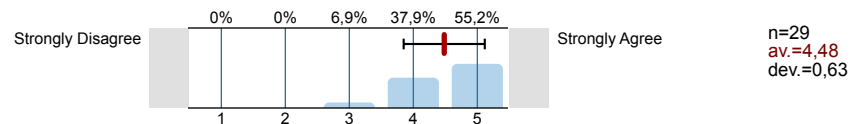


## COURSE MATERIAL, EXAMINATIONS, AND ASSIGNMENTS

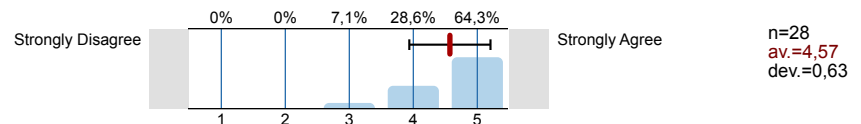
20. The textbook and other course material contributed to my learning.



21. Examinations and assignments were consistent with the course material and class sessions.

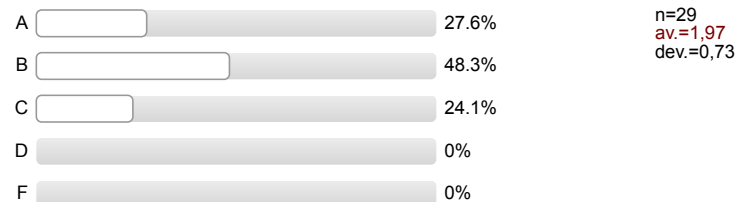


22. Examinations and assignments were challenging and intellectually stimulating.



## STUDENT INFORMATION

23. What grade do you expect in this course?



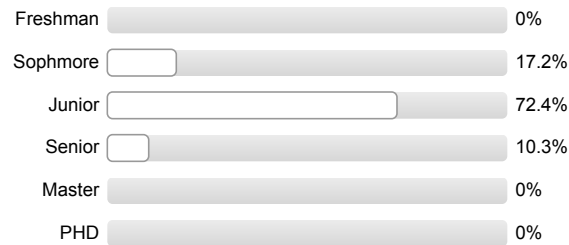
24. Was this course required?



25. Was this course part of your major?



26. What is your class level?



n=29  
av.=2,93  
dev.=0,53

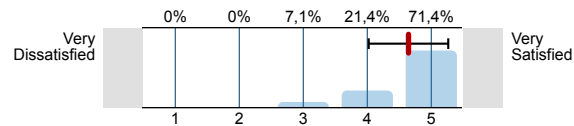
27. Given the class size, course objectives and materials covered, could the instructor have improved on this class?



n=29  
av.=1,83  
dev.=0,54

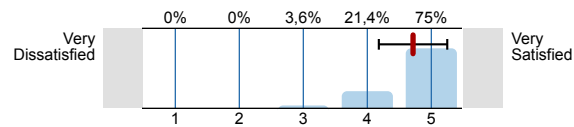
### OTHER QUESTIONS AND WRITTEN COMMENTS

28. How satisfied were you with the opportunities to interact with other students in this course?



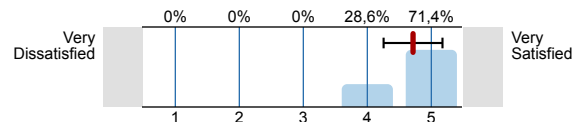
n=28  
av.=4,64  
dev.=0,62

29. How satisfied were you with the opportunities to interact with the professor in this course?



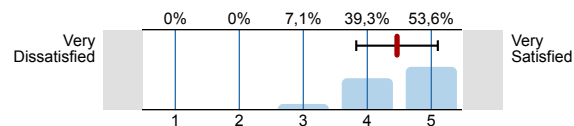
n=28  
av.=4,71  
dev.=0,53

30. How satisfied were you with the promptness of the feedback that you received in the course?



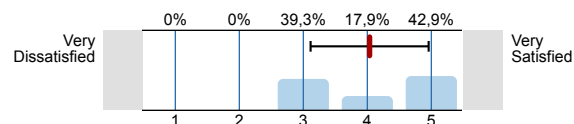
n=28  
av.=4,71  
dev.=0,46

31. How satisfied were you with the technology support required in this course?



n=28  
av.=4,46  
dev.=0,64

32. How satisfied were you with the opportunities to access library resources and library support services for this course?



n=28  
av.=4,04  
dev.=0,92

# Profile

Subunit: Moore School of Business  
 Name of the instructor: Sina Aghaie  
 Name of the course: MKTG352-005-SPRING-2018  
 (Name of the survey)

Values used in the profile line: Mean

## OBJECTIVES OF THE COURSE

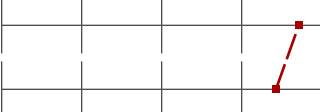

1. The instructor clearly stated the learning outcomes of the course.	Strongly Disagree					Strongly Agree	n=30	av.=4,63	md=5,00	dev.=0,81
2. The content of the course was consistent with the course learning outcomes.	Strongly Disagree					Strongly Agree	n=29	av.=4,55	md=5,00	dev.=0,95

## INSTRUCTOR PERFORMANCE




3. The instructor clearly stated the methodology by which your final grade would be determined.	Strongly Disagree					Strongly Agree	n=29	av.=4,69	md=5,00	dev.=0,85
4. Instructor clearly explained any special requirement of the attendance which differ from the attendance policy of the University.	Strongly Disagree					Strongly Agree	n=29	av.=4,62	md=5,00	dev.=0,90
5. The instructor graded and returned the student's written work (e.g., examinations and papers) in a timely manner.	Strongly Disagree					Strongly Agree	n=29	av.=4,72	md=5,00	dev.=0,65
6. The instructor met the class regularly and at the scheduled times.	Strongly Disagree					Strongly Agree	n=29	av.=4,72	md=5,00	dev.=0,80
7. The instructor scheduled a reasonable number of office hours per week.	Strongly Disagree					Strongly Agree	n=29	av.=4,55	md=5,00	dev.=0,95
8. Please indicate your satisfaction with the availability of the instructor outside the classroom by choosing from the scale below (In selecting your	Very Dissatisfied					Very Satisfied	n=29	av.=3,79	md=4,00	dev.=0,49
9. If Web sites, Blackboard or other Internet resources were a part of this course, to what extent did they enhance or detract from your learning	Greatly Detracted					Greatly Enhanced	n=29	av.=4,55	md=5,00	dev.=0,69
10. The instructor was consistently well prepared for class.	Strongly Disagree					Strongly Agree	n=29	av.=4,76	md=5,00	dev.=0,44
11. The instructor was very knowledgeable about the material covered in the course.	Strongly Disagree					Strongly Agree	n=29	av.=4,76	md=5,00	dev.=0,44
12. The instructor's teaching style was effective in stimulating learning.	Strongly Disagree					Strongly Agree	n=29	av.=4,52	md=5,00	dev.=0,51
13. I would recommend this instructor to other students.	Strongly Disagree					Strongly Agree	n=29	av.=4,69	md=5,00	dev.=0,54
14. The instructor displayed willingness to provide me with help and guidance.	Strongly Disagree					Strongly Agree	n=29	av.=4,86	md=5,00	dev.=0,35
15. The instructor provided helpful feedback to me on my work.	Strongly Disagree					Strongly Agree	n=27	av.=4,70	md=5,00	dev.=0,47

## LEARNING AND SKILL DEVELOPMENT






16. Overall, I learned a great deal from this course.	Strongly Disagree					Strongly Agree	n=29	av.=4,52	md=5,00	dev.=0,63
17. The course challenged me to think analytically.	Strongly Disagree					Strongly Agree	n=29	av.=4,59	md=5,00	dev.=0,63

18. This course provided knowledge that will be useful to me later in my career.	Strongly Disagree		Strongly Agree	n=28	av.=4,71	md=5,00	dev.=0,53
19. The course required me to utilize and develop written and/or oral communication skills.	Strongly Disagree		Strongly Agree	n=28	av.=4,43	md=5,00	dev.=0,69

### COURSE MATERIAL, EXAMINATIONS, AND ASSIGNMENTS

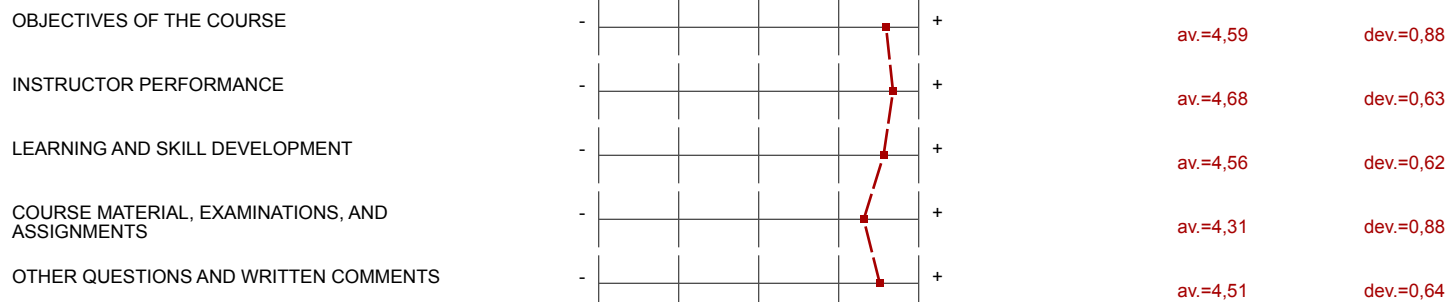
20. The textbook and other course material contributed to my learning.	Strongly Disagree		Strongly Agree	n=26	av.=3,85	md=4,00	dev.=1,38
21. Examinations and assignments were consistent with the course material and class sessions.	Strongly Disagree		Strongly Agree	n=29	av.=4,48	md=5,00	dev.=0,63
22. Examinations and assignments were challenging and intellectually stimulating.	Strongly Disagree		Strongly Agree	n=28	av.=4,57	md=5,00	dev.=0,63

### OTHER QUESTIONS AND WRITTEN COMMENTS

28. How satisfied were you with the opportunities to interact with other students in this course?	Very Dissatisfied		Very Satisfied	n=28	av.=4,64	md=5,00	dev.=0,62
29. How satisfied were you with the opportunities to interact with the professor in this course?	Very Dissatisfied		Very Satisfied	n=28	av.=4,71	md=5,00	dev.=0,53
30. How satisfied were you with the promptness of the feedback that you received in the course?	Very Dissatisfied		Very Satisfied	n=28	av.=4,71	md=5,00	dev.=0,46
31. How satisfied were you with the technology support required in this course?	Very Dissatisfied		Very Satisfied	n=28	av.=4,46	md=5,00	dev.=0,64
32. How satisfied were you with the opportunities to access library resources and library support services for this course?	Very Dissatisfied		Very Satisfied	n=28	av.=4,04	md=4,00	dev.=0,92

# Profile Line for Indicators

Subunit: Moore School of Business  
 Name of the instructor: Sina Aghaie  
 Name of the course: MKTG352-005-SPRING-2018  
 (Name of the survey)





# Comments Report

## STUDENT INFORMATION

27a. Please comment why or why not:

- Assignment no. 1 was a little long and challenging and the Final being 30% of the grade is a little daunting while homework is only 5%
- Did a great job with the class size and with material covered
- Excellent professor. Really values our feedback which means a lot.
- He did a good job of involving the students.
- He did everything he could to make the class wonderful!
- I enjoyed the course and Sina was awesome.
- In class Assignment I was too long for one class period. The length of the second assignment was still too long but not as long as the first one.
- Just with small things such as communicating exactly what would be on assignments/exams and going slower with material
- No mistakes
- Professor Aghaie was very interactive with our class and it helped that the class size was pretty small so he could engage with each of us. He always made sure we completely understood the material before moving on and would walk around the classroom answering questions. He was very patient with us and helped me learn a lot.
- Sina already did an incredible job making sure that we were engaged. I don't think there is really much for him to improve on.
- Small class so lots of individual help was provided
- The class was a good size
- The in class assignments were time consuming with not enough time to finish
- The powerpoint's were very wordy so he could make them straight to the point and only cover what is necessary
- There were times where he would go through slides too fast and I was not able to ask questions about the topic. I suggest he slows down just a little bit
- This class was well taught, informative and useful. For me it was a great class to take and I learned a lot.
- n/a

## OTHER QUESTIONS AND WRITTEN COMMENTS

33. What are the strengths of the instructor?

- Extremely smart and very understanding.
- Great, interactive material
- He is very generous and understanding. He is always willing to help.
- He is very patient and willing to listen to his students to understand what help they need.
- He met with me overtime I requested to meet with him
- He really wanted to help students and made sure everyone understood or got their questions answered
- He really wants to teach his students and make sure they understand everything
- He was very knowledgeable
- Nicest professor I've had at USC and one of the most passionate about the material being taught

- One of the most caring professors I've ever had. He talks to us with respect and interest. Learning about his culture was fun and helped us connect with him.
- Professor Aghaie was very interactive and helpful when it came to lectures and projects because he actually made sure we were doing the assignment correct before moving on. He wanted conversation in class instead of lectures and kept the class interesting through his questions.
- Sina REALLY REALLY cares about what he's teaching and about his students. Probably one of the best teacher's I've had at USC
- Sina has a love for this material and through that has a way to easily explain and share what he truly knows. I don't think I've had a better professor during my time here at USC. The man deserves all the good vibes.
- Sina is an awesome guy, very helpful, and truly wants to help you learn and succeed in his class because he believes in what he teaches and knows it is useful throughout life. He never hesitated to answer a question and if he didn't know the answer he would come back next class with the answer and explain it to us. Genuinely nice person that will just talk to you too, one of my favorite professors ive had. Gave real life examples to help make content more relevant and interesting
- Sina is one of the genuinely nicest people and professors I have ever met. He makes sure that each student understands the material before moving on, and is willing to work problems individually when they are struggling. He also was constantly looking for feedback, which he took into consideration and followed to improve the course. Sina was the first professor to teach me statistics and have me actually understand as well.
- Sina really cares about if his students learn the material. He is always open to questions and answers them well. I think he did a great job with everything! Would definitely recommend to a friend.
- Very caring professor and willing to work with students at any time
- Very friendly and approachable. Knowledgeable of the content and able to communicate clearly with students.
- Willingness to answer student questions and giving opportunities for in-class participation.
- always looking for feedback and way to improve the course, then actually implementing our suggestions
- he doesn't include unnecessary information in his lectures and doesn't assign any busy-work. every assignment counts which helps me stay motivated and focused
- knows a lot about subject and makes class fun to go to
- the instructor was super easy to reach outside of the classroom, he also was very helpful and understanding when you went to his office hours

#### 34. What are the weaknesses of the instructor?

- Can't think of any
- Goes fast sometimes
- Less experience teaching than my other instructors.
- N/A
- N/a (2 Counts)
- None (2 Counts)
- None; he's awesome
- Nothing about him, but i would say sometimes the PowerPoints get confusing so maybe label them with what chapter they cover as well.
- Nothing.
- Some assignments provided are too long for the class time given.
- Sometimes a little confusing and moves through material a little fast as he has already mastered it.
- Sometimes the material was repeated for many class periods which made it a little boring. Also, some of the tests and assignments were too lengthy for the time allotted.
- Weaknesses? A legend has no weaknesses.
- can be brief when explaining concepts for the first time

- n/a
- none (2 Counts)
- some of the assignments were worded tricky and sometimes i was confused on what exactly i was supposed to be doing because he would give vague instructions

35. What are the strengths of this course?

- A good understanding of how to conduct market research
- Analytics
- For me this was the first stats class I actually was able to understand the material. MKTG 352 takes stats and sort of simplifies it for the real world. I think it was extremely valuable to learn some of these "short cuts" and really helped me finally understand some crucial concepts.
- Good amount of homework and quizzes. I didn't feel like I was drowning in work, but I did feel challenged.
- Interesting and useful information
- It's information that we will use in a marketing career
- Progresses well so you learn as you go.
- Review of statistics.
- The course offers great insight on how to implement statistical analysis in real world problems. This information has real world application
- The syllabus was straight forward and if you followed it, it was easy to turn in assignments on time and do well in the class. The excel work was especially helpful because I feel I will use it later on.
- This is probably one of the first actual application classes I've gotten in my major; I actually learned skills I'll use
- Useful information that you can use in the real world.
- Useful material for life in the business world
- Very applicable information. I could see myself using knowledge gained from this class in my career.
- Very applicable to my major and future job
- Very helpful with the current trend of data analytics in marketing
- good connecting class for all the business courses we've had to take
- helped be to understand marketing as a whole better and helped me to understand the goal of marketers
- overall the course helped me learn a lot
- teaches a lot about market research

36. What are the weaknesses of this course?

- A little challenging
- Feel like I might forget a lot after the class is over
- Kind of boring at times.
- N/A (4 Counts)
- None
- Relating analysis to various marketing positions that a marketing major might have.
- Some parts were repetitive, could have used less time to cover material
- Sometimes prior knowledge was assumed that not everyone had.
- Very math focused.

- We are taught ANOVA test and T- Test but I have yet to use either one of these tests in any other marketing class
- n/a
- n/a
- none (3 Counts)
- sometimes can be dry