

## Teaching Evaluations – Open Ended Response Report

**School:** College of Commerce

**Instructor:** Moore, James Peter (0214036)

**Term:** 2009-2010 Autumn, **Class:** Marketing 595, **Section:** 140, **Course Title:** INTERNET AND INTERACTIVE MARKE

<b>Question:</b> Please feel free to write any comments you have related to your learning in the course	
<b>Student</b>	<b>Detail</b>
70254	
74548	It was one of my favorites and best.It was on D2L and not through BlackBoard.
75510	
76545	Very comprehensive and added to my initial learnings on these topics. Provided relevant information that could be applied right away and in the future.
80603	
80751	The instructor is very knowledgeable and is up to date on internet technology. I really enjoyed his teaching method, as the material was for the most part simple to understand (some material is just technical in nature and there is no way around this). I would highly recommend this course and plan to use the things I learned in my daily life. One of the best courses I have taken. :-)
83049	
89570	For the most part, the assignments were very helpful for applying the topic. The exception was the final group project, which had very little guidance and it was difficult to determine how to apply our learnings.
89942	I thought it was a very flexible course and while challenging, provided enough downtime to actually learn the material instead of being worried about when homework is due.
93348	It was not any thing new or major that I learned. A few articles and online resources can deliver the same value as this class.It was a very introductory course.
95254	Great course
96475	The course used the Desire2Learn (D2L) Learning Management System instead of Blackboard. D2L should replace Blackboard as the standard for all DePaul online coursework. It is a superior application in every way possible.
99010	
100282	My score on Blackboard was actually related to Desire2Learn
103566	
105777	This is a good course. There is a decent amount of work, but it is interesting so it doesn't seem like that much. I like the Desire2Learn web site a lot.

<b>Question:</b> Please feel free to write any comments you have concerning the instructor's behaviors in this course.	
<b>Student</b>	<b>Detail</b>
70254	
74548	DePaul would be foolish not to heed to my advice and that is, Prof. Moore should chair a committee to spear head every on line class at DePaul regardless of Subject and college. His diligence and tenacity was obvious and made a huge difference in the success and interest of the class.
75510	Loved the way the course was conducted and information presented. One of the most interesting and useful courses I have taken at Depaul.
76545	The professor listened and responded to student feedback.
80603	
80751	
83049	
89570	

<b>Question:</b> Please feel free to write any comments you have concerning the instructor's behaviors in this course.	
<b>Student</b>	<b>Detail</b>
89942	James is great! Stays in touch with students through email, Desire2Learn and the blogs. Even though it was online, it was easier to speak to him as opposed to professors in a regular class.
93348	Great teacher but online course did not stimulate much dialog. The quizzes were too easy. there was not enough challenge. As a Master course I expect to dig deeper into Analytics, KPIs, tactics, case studies. There has to be more meat in this course.
95254	
96475	James Moore is possibly the best professor I have ever had. His knowledge of the coursework is only equaled by his incredibly ability to convey it to others in a easy-to-understand way. I'm sure that he would also be very good at teaching in a physical classroom. However, because of the online course I took with James Moore, I feel more confident about my ability to get a job in the future.
99010	The instructor was very engaged in the course. He was always well prepared and offered a variety of information about the weekly topics.
100282	Course was setup very well, from the detailed syllabus to the weekly emails stating that week's deliverables. These are a must for online courses, but not all have done this. It made everything very clear.
103566	
105777	He provided a lot of information and knows his stuff. The syllabus is a little overwhelming when you get it before the class starts, but there were no surprises.

<b>Question:</b> Please share any comments you have that were not covered above.	
<b>Student</b>	<b>Detail</b>
70254	
74548	
75510	
76545	The final group project is providing more frustration than learning, especially on top of the final and regular weekly assignments. The smaller group projects are beneficial in learning how to interact with a group in an online setting.
80603	
80751	
83049	
89570	
89942	We didn't use Blackboard, but Desire2Learn. Really liked this system and found it very easy to use. Also liked the use of iTunes U.
93348	
95254	
96475	n/a
99010	
100282	Great course, great professor. I hope there are more classes I can take in this format and from Professor Moore!
103566	
105777	

<b>Question:</b> What topics would you suggest adding to future versions of this course?	
<b>Student</b>	<b>Detail</b>
70254	Not sure what topics to add.
74548	Its fine the way it is.
75510	
76545	Case studies
80603	
80751	Any topic relevant to that point in time.
83049	

<b>Question:</b> What topics would you suggest adding to future versions of this course?	
<b>Student</b>	<b>Detail</b>
89570	
89942	More on social media.
93348	Deeper and more intense exercises for hands on analysis of Analytics reports and KPIs. More case studies. More best practices. More marketing strategy models.
95254	
96475	n/a
99010	Create an advertising buying exercise. Students would receive information about a mock product that wants to invest in online advertising. The exercise would include the advertiser?s budget and would encourage students to choose a variety of website advertising options for the buy. These options could include paid search, ad banner units and social networking advertising.
100282	Perhaps a case study on how a particular company is doing Internet Marketing really well. We had a examples along the way, but more in-depth study of one would be interesting.
103566	
105777	Maybe covering how you can effectively use Twitter, since it is becoming very popular. Maybe require people to create and update a Twitter account like you do with the Blog.

<b>Question:</b> How often should this course be offered?	
<b>Student</b>	<b>Detail</b>
70254	I think this class would be better offered in the classroom. I started to take it one quarter in class, but had to drop it. I feel I was more engaged and learned the material from being in class and actually doing activites with the professor there.
74548	Twice a year
75510	every quarter
76545	Every other quarter.
80603	
80751	Every quarter, maybe not summer quarter though as I believe it is worth the 10 weeks of coursework.
83049	
89570	every quarter
89942	I'd say Fall/Winter/Spring if there was enough demand! At least once a year, hopefully twice to give more students the opportunity to take it.
93348	As often as your quantitative marketing metrics suggest.
95254	
96475	Every quarter. And there should a follow-up course for people that want to explore the topics more in-depth.
99010	Once a quarter
100282	At least once per year.
103566	
105777	Quarterly.

<b>Question:</b> How did you hear about this course?	
<b>Student</b>	<b>Detail</b>
70254	I heard about it from the professor since I had attempted to take the class in a classroom setting the quarter before
74548	Both my professor and a student from my MKT798 class taken in Spring 2009. Integrated Multi-Marketing Channels.
75510	
76545	Course catalog.
80603	
80751	Course selection.
83049	

<b>Question:</b> How did you hear about this course?	
<b>Student</b>	<b>Detail</b>
89570	
89942	Through the course catalog.
93348	I am in the marketing MBA program.
95254	
96475	Found it while searching in Campus Connection
99010	Via the DePaul website
100282	Through counselors.
103566	
105777	I hadn't heard about it at all. I thought it was interesting to take a course entirely online. After I started the course, I ran into several people in my other Marketing class that had taken this class, or are currently in it.

<b>Question:</b> Why did you choose to take this course?	
<b>Student</b>	<b>Detail</b>
70254	I figured with how popular the internet and web have become it would be a good idea to know how to use it to my advantage.
74548	Personal interest, advisement from above noted persons, and concentration.
75510	I needed an elective that would fit my schedule
76545	I am in the advertising field and feel this is one area where I had gaps in my knowledge and since digital is such a new and fast-growing phenomenon in advertising, I feel is very important to have as much information as possible.
80603	
80751	Convenience as it was an online course.
83049	
89570	
89942	It pertains to the field I desire to work in and sounded interesting and challenging.
93348	It was online and I was feeling lazy this quarter. Did not work out as I had expected?
95254	
96475	Because it directly relates to what I want to do with my life.
99010	I have a background in internet marketing and I wanted to expand my knowledge.
100282	Online format and interesting topic for me.
103566	
105777	It is required for my Integrated Marketing concentration.

**Term:** 2009-2010 Autumn, **Class:** Marketing 595, **Section:** 140, **Course Title:** INTERNET AND INTERACTIVE MARKE

Student: 70254			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	4	Better than average
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	3	About average
3	This course increased my knowledge or skills	3	About the same as other courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	4	Most of the time
6	In this course, to what degree have you learned how to apply relevant theories and principles?	4	A Lot
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	3	Some
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	2	A Little
9	The instructor explained course material and objectives clearly and concisely.	4	Most of the time
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	5	Almost always
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	4	Most of the time
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	3	Sometimes
19	I stayed up-to-date in the course work.	4	Often
20	I sought help when I needed it.	4	Often
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	5	Strongly Agree
23	The online class allowed me to manage my time well.	3	In Between
24	The online class was free of technical problems.	5	Strongly Agree
25	The online materials I used in this class helped me learn.	4	Agree
26	I would recommend this online class to others.	4	Agree
27	Why did you take this course?	4	Requirement for Major/Minor/Concentration
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	4	B
30	When registering for this course, I had a positive opinion about the course.	5	Strongly Agree
31	When registering for this course, I had a positive opinion about the instructor.	5	Strongly Agree
32	Please feel free to write any comments you have related to your learning in the course	0	

Student: 70254			
Question Order	Question	Resp.	Detail
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	Not sure what topics to add.
36	How often should this course be offered?	0	I think this class would be better offered in the classroom. I started to take it one quarter in class, but had to drop it. I feel I was more engaged and learned the material from being in class and actually doing activites with the professor there.
37	How did you hear about this course?	0	I heard about it from the professor since I had attempted to take the class in a classroom setting the quarter before
38	Why did you choose to take this course?	0	I figured with how popular the internet and web have become it would be a good idea to know how to use it to my advantage.

Student: 74548			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	4	More than many courses
4	I found this course to be	3	About as challenging as other courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	4	A Lot
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	4	A Lot
9	The instructor explained course material and objectives clearly and concisely.	5	Almost always
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	5	Almost always
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always

Student: 74548			
Question Order	Question	Resp.	Detail
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	5	Strongly Agree
23	The online class allowed me to manage my time well.	5	Strongly Agree
24	The online class was free of technical problems.	5	Strongly Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	4	Requirement for Major/Minor/Concentration
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	5	Strongly Agree
31	When registering for this course, I had a positive opinion about the instructor.	5	Strongly Agree
32	Please feel free to write any comments you have related to your learning in the course	0	It was one of my favorites and best.It was on D2L and not through BlackBoard.
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	DePaul would be foolish not to heed to my advice and that is, Prof. Moore should chair a committee to spear head every on line class at DePaul regardless of Subject and college. His diligence and tenacity was obvious and made a huge difference in the success and interest of the class.
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	Its fine the way it is.
36	How often should this course be offered?	0	Twice a year
37	How did you hear about this course?	0	Both my professor and a student from my MKT798 class taken in Spring 2009. Integrated Multi-Marketing Channels.
38	Why did you choose to take this course?	0	Personal interest, advisement from above noted persons, and concentration.

Student: 75510			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	4	More than many courses
4	I found this course to be	3	About as challenging as other courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	5	An exceptional amount
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	4	A Lot
9	The instructor explained course material and objectives clearly and concisely.	5	Almost always

Student: 75510			
Question Order	Question	Resp.	Detail
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	4	Most of the time
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	5	Strongly Agree
23	The online class allowed me to manage my time well.	5	Strongly Agree
24	The online class was free of technical problems.	4	Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	0	No Opinion
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	Loved the way the course was conducted and information presented. One of the most interesting and useful courses I have taken at Depaul.
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	
36	How often should this course be offered?	0	every quarter
37	How did you hear about this course?	0	
38	Why did you choose to take this course?	0	I needed an elective that would fit my schedule

Student: 76545			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	4	Better than average

Student: 76545			
Question Order	Question	Resp.	Detail
3	This course increased my knowledge or skills	4	More than many courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	5	An exceptional amount
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	4	A Lot
9	The instructor explained course material and objectives clearly and concisely.	4	Most of the time
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	5	Almost always
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	4	Often
21	I understood what was expected of me in this course.	4	Often
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	5	Strongly Agree
23	The online class allowed me to manage my time well.	3	In Between
24	The online class was free of technical problems.	4	Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	4	Over 10 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	4	Agree
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	Very comprehensive and added to my initial learnings on these topics. Provided relevant information that could be applied right away and in the future.
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	The professor listened and responded to student feedback.

Student: 76545			
Question Order	Question	Resp.	Detail
34	Please share any comments you have that were not covered above.	0	The final group project is providing more frustration than learning, especially on top of the final and regular weekly assignments. The smaller group projects are beneficial in learning how to interact with a group in an online setting.
35	What topics would you suggest adding to future versions of this course?	0	Case studies
36	How often should this course be offered?	0	Every other quarter.
37	How did you hear about this course?	0	Course catalog.
38	Why did you choose to take this course?	0	I am in the advertising field and feel this is one area where I had gaps in my knowledge and since digital is such a new and fast-growing phenomenon in advertising, I feel is very important to have as much information as possible.

Student: 80603			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	3	About average
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	3	About average
3	This course increased my knowledge or skills	3	About the same as other courses
4	I found this course to be	1	Among the least challenging
5	The instructor stimulated interest in the subject	2	Some of the time
6	In this course, to what degree have you learned how to apply relevant theories and principles?	4	A Lot
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	4	A Lot
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	4	A Lot
9	The instructor explained course material and objectives clearly and concisely.	5	Almost always
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	4	Most of the time
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	3	About half of the time
14	The instructor had fair methods of evaluating my performance.	4	Most of the time
15	The instructor displayed an interest in my learning.	2	Some of the time
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	4	Most of the time
17	The instructor treated me equitably and with respect.	4	Most of the time
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	4	Often
19	I stayed up-to-date in the course work.	4	Often
20	I sought help when I needed it.	3	Sometimes

Student: 80603			
Question Order	Question	Resp.	Detail
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	4	Agree
23	The online class allowed me to manage my time well.	4	Agree
24	The online class was free of technical problems.	4	Agree
25	The online materials I used in this class helped me learn.	4	Agree
26	I would recommend this online class to others.	2	Disagree
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	1	0-3 hours per week
29	What grade do you expect to earn in this class?	4	B
30	When registering for this course, I had a positive opinion about the course.	5	Strongly Agree
31	When registering for this course, I had a positive opinion about the instructor.	3	In Between
32	Please feel free to write any comments you have related to your learning in the course	0	
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	
36	How often should this course be offered?	0	
37	How did you hear about this course?	0	
38	Why did you choose to take this course?	0	

Student: 80751			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	5	More than almost all other courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	5	An exceptional amount
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	5	An exceptional amount
9	The instructor explained course material and objectives clearly and concisely.	5	Almost always
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board	5	Almost always

Student: 80751			
Question Order	Question	Resp.	Detail
	threads, reports, projects, etc.		
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	5	Strongly Agree
23	The online class allowed me to manage my time well.	5	Strongly Agree
24	The online class was free of technical problems.	5	Strongly Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	4	Requirement for Major/Minor/Concentration
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	0	No Opinion
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	The instructor is very knowledgeable and is up to date on internet technology. I really enjoyed his teaching method, as the material was for the most part simple to understand (some material is just technical in nature and there is no way around this). I would highly recommend this course and plan to use the things I learned in my daily life. One of the best courses I have taken. :-)
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	Any topic relevant to that point in time.
36	How often should this course be offered?	0	Every quarter, maybe not summer quarter though as I believe it is worth the 10 weeks of coursework.
37	How did you hear about this course?	0	Course selection.
38	Why did you choose to take this course?	0	Convenience as it was an online course.

Student: 83049			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best

Student: 83049			
Question Order	Question	Resp.	Detail
3	This course increased my knowledge or skills	5	More than almost all other courses
4	I found this course to be	3	About as challenging as other courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	5	An exceptional amount
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	4	A Lot
9	The instructor explained course material and objectives clearly and concisely.	4	Most of the time
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	4	Most of the time
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	4	Most of the time
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	4	Most of the time
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	4	Most of the time
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	4	Most of the time
17	The instructor treated me equitably and with respect.	4	Most of the time
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	4	Often
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	3	In Between
23	The online class allowed me to manage my time well.	2	Disagree
24	The online class was free of technical problems.	2	Disagree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	3	7-10 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	4	Agree
31	When registering for this course, I had a positive opinion about the instructor.	5	Strongly Agree
32	Please feel free to write any comments you have related to your learning in the course	0	
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	
34	Please share any comments you have that were not covered above.	0	

Student: 83049			
Question Order	Question	Resp.	Detail
35	What topics would you suggest adding to future versions of this course?	0	
36	How often should this course be offered?	0	
37	How did you hear about this course?	0	
38	Why did you choose to take this course?	0	

Student: 89570			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	4	Better than average
3	This course increased my knowledge or skills	5	More than almost all other courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	5	An exceptional amount
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	4	A Lot
9	The instructor explained course material and objectives clearly and concisely.	4	Most of the time
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	4	Most of the time
14	The instructor had fair methods of evaluating my performance.	4	Most of the time
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	4	Most of the time
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	4	Often
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	4	Agree
23	The online class allowed me to manage my time well.	4	Agree
24	The online class was free of technical problems.	5	Strongly Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree

Student: 89570			
Question Order	Question	Resp.	Detail
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	3	7-10 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	5	Strongly Agree
31	When registering for this course, I had a positive opinion about the instructor.	4	Agree
32	Please feel free to write any comments you have related to your learning in the course	0	For the most part, the assignments were very helpful for applying the topic. The exception was the final group project, which had very little guidance and it was difficult to determine how to apply our learnings.
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	
36	How often should this course be offered?	0	every quarter
37	How did you hear about this course?	0	
38	Why did you choose to take this course?	0	

Student: 89942			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	4	More than many courses
4	I found this course to be	3	About as challenging as other courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	4	A Lot
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	4	A Lot
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	3	Some
9	The instructor explained course material and objectives clearly and concisely.	5	Almost always
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	5	Almost always
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always

Student: 89942			
Question Order	Question	Resp.	Detail
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	3	In Between
23	The online class allowed me to manage my time well.	5	Strongly Agree
24	The online class was free of technical problems.	4	Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	0	No Opinion
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	I thought it was a very flexible course and while challenging, provided enough downtime to actually learn the material instead of being worried about when homework is due.
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	James is great! Stays in touch with students through email, Desire2Learn and the blogs. Even though it was online, it was easier to speak to him as opposed to professors in a regular class.
34	Please share any comments you have that were not covered above.	0	We didn't use Blackboard, but Desire2Learn. Really liked this system and found it very easy to use. Also liked the use of iTunes U.
35	What topics would you suggest adding to future versions of this course?	0	More on social media.
36	How often should this course be offered?	0	I'd say Fall/Winter/Spring if there was enough demand! At least once a year, hopefully twice to give more students the opportunity to take it.
37	How did you hear about this course?	0	Through the course catalog.
38	Why did you choose to take this course?	0	It pertains to the field I desire to work in and sounded interesting and challenging.

Student: 93348			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	2	Worse than average
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	4	Better than average
3	This course increased my knowledge or skills	1	Less than almost all other courses
4	I found this course to be	1	Among the least challenging
5	The instructor stimulated interest in the subject	2	Some of the time
6	In this course, to what degree have you learned how to apply relevant theories and principles?	2	A Little
7	In this course, to what degree have you developed skills, competencies, and points of	3	Some

Student: 93348			
Question Order	Question	Resp.	Detail
	view needed by professionals in the field?		
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	3	Some
9	The instructor explained course material and objectives clearly and concisely.	3	About half of the time
10	The instructor related course material to business and other real world contexts.	3	About half of the time
11	The instructor was well prepared for class.	4	Most of the time
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	4	Most of the time
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	2	Some of the time
14	The instructor had fair methods of evaluating my performance.	3	About half of the time
15	The instructor displayed an interest in my learning.	3	About half of the time
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	4	Most of the time
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	2	Rarely
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	4	Often
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	4	Agree
23	The online class allowed me to manage my time well.	3	In Between
24	The online class was free of technical problems.	3	In Between
25	The online materials I used in this class helped me learn.	1	Strongly Disagree
26	I would recommend this online class to others.	1	Strongly Disagree
27	Why did you take this course?	4	Requirement for Major/Minor/Concentration
28	On average, how many hours a week did you devote to this class?	1	0-3 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	0	No Opinion
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	It was not any thing new or major that I learned. A few articles and online resources can deliver the same value as this class.It was a very introductory course.
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	Great teacher but online course did not stimulate much dialog. The quizzes were too easy. there was not enough challenge. As a Master course I expect to dig deeper into Analytics, KPIs, tactics, case studies. There has to be more meat in this course.
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	Deeper and more intense exercises for hands on analysis of Analytics reports and KPIs. More case studies. More best practices. More marketing strategy models.
36	How often should this course be offered?	0	As often as your quantitative marketing metrics suggest.

Student: 93348			
Question Order	Question	Resp.	Detail
37	How did you hear about this course?	0	I am in the marketing MBA program.
38	Why did you choose to take this course?	0	It was online and I was feeling lazy this quarter. Did not work out as I had expected?

Student: 95254			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	4	Better than average
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	4	More than many courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	4	A Lot
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	4	A Lot
9	The instructor explained course material and objectives clearly and concisely.	4	Most of the time
10	The instructor related course material to business and other real world contexts.	4	Most of the time
11	The instructor was well prepared for class.	4	Most of the time
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	4	Most of the time
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	4	Most of the time
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	4	Often
19	I stayed up-to-date in the course work.	4	Often
20	I sought help when I needed it.	4	Often
21	I understood what was expected of me in this course.	4	Often
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	4	Agree
23	The online class allowed me to manage my time well.	4	Agree
24	The online class was free of technical problems.	4	Agree
25	The online materials I used in this class helped me learn.	4	Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	2	Other Requirement

Student: 95254			
Question Order	Question	Resp.	Detail
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	4	B
30	When registering for this course, I had a positive opinion about the course.	5	Strongly Agree
31	When registering for this course, I had a positive opinion about the instructor.	5	Strongly Agree
32	Please feel free to write any comments you have related to your learning in the course	0	Great course
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	
36	How often should this course be offered?	0	
37	How did you hear about this course?	0	
38	Why did you choose to take this course?	0	

Student: 96475			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	5	More than almost all other courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	4	Most of the time
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	5	An exceptional amount
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	5	An exceptional amount
9	The instructor explained course material and objectives clearly and concisely.	5	Almost always
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	4	Most of the time
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always

Student: 96475			
Question Order	Question	Resp.	Detail
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	5	Strongly Agree
23	The online class allowed me to manage my time well.	5	Strongly Agree
24	The online class was free of technical problems.	5	Strongly Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	5	Strongly Agree
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	The course used the Desire2Learn (D2L) Learning Management System instead of Blackboard. D2L should replace Blackboard as the standard for all DePaul online coursework. It is a superior application in every way possible.
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	James Moore is possibly the best professor I have ever had. His knowledge of the coursework is only equaled by his incredibly ability to convey it to others in a easy-to-understand way. I'm sure that he would also be very good at teaching in a physical classroom. However, because of the online course I took with James Moore, I feel more confident about my ability to get a job in the future.
34	Please share any comments you have that were not covered above.	0	n/a
35	What topics would you suggest adding to future versions of this course?	0	n/a
36	How often should this course be offered?	0	Every quarter. And there should a follow-up course for people that want to explore the topics more in-depth.
37	How did you hear about this course?	0	Found it while searching in Campus Connection
38	Why did you choose to take this course?	0	Because it directly relates to what I want to do with my life.

Student: 99010			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	5	More than almost all other courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	5	An exceptional amount
7	In this course, to what degree have you developed skills, competencies, and points of	5	An exceptional amount

Student: 99010			
Question Order	Question	Resp.	Detail
	view needed by professionals in the field?		
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	5	An exceptional amount
9	The instructor explained course material and objectives clearly and concisely.	5	Almost always
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	5	Almost always
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	5	Strongly Agree
23	The online class allowed me to manage my time well.	5	Strongly Agree
24	The online class was free of technical problems.	4	Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	4	Agree
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	The instructor was very engaged in the course. He was always well prepared and offered a variety of information about the weekly topics.
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	Create an advertising buying exercise. Students would receive information about a mock product that wants to invest in online advertising. The exercise would include the advertiser?s budget and would encourage students to choose a variety of website advertising options for the buy. These options could include paid search, ad banner units and social networking advertising.
36	How often should this course be offered?	0	Once a quarter

Student: 99010			
Question Order	Question	Resp.	Detail
37	How did you hear about this course?	0	Via the DePaul website
38	Why did you choose to take this course?	0	I have a background in internet marketing and I wanted to expand my knowledge.

Student: 100282			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	5	More than almost all other courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	5	Almost always
6	In this course, to what degree have you learned how to apply relevant theories and principles?	4	A Lot
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	4	A Lot
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	4	A Lot
9	The instructor explained course material and objectives clearly and concisely.	5	Almost always
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	4	Most of the time
14	The instructor had fair methods of evaluating my performance.	4	Most of the time
15	The instructor displayed an interest in my learning.	4	Most of the time
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	4	Most of the time
17	The instructor treated me equitably and with respect.	4	Most of the time
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	4	Often
19	I stayed up-to-date in the course work.	4	Often
20	I sought help when I needed it.	4	Often
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	5	Strongly Agree
23	The online class allowed me to manage my time well.	5	Strongly Agree
24	The online class was free of technical problems.	5	Strongly Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	1	Elective

Student: 100282			
Question Order	Question	Resp.	Detail
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	4	Agree
31	When registering for this course, I had a positive opinion about the instructor.	4	Agree
32	Please feel free to write any comments you have related to your learning in the course	0	My score on Blackboard was actually related to Desire2Learn
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	Course was setup very well, from the detailed syllabus to the weekly emails stating that week's deliverables. These are a must for online courses, but not all have done this. It made everything very clear.
34	Please share any comments you have that were not covered above.	0	Great course, great professor. I hope there are more classes I can take in this format and from Professor Moore!
35	What topics would you suggest adding to future versions of this course?	0	Perhaps a case study on how a particular company is doing Internet Marketing really well. We had a examples along the way, but more in-depth study of one would be interesting.
36	How often should this course be offered?	0	At least once per year.
37	How did you hear about this course?	0	Through counselors.
38	Why did you choose to take this course?	0	Online format and interesting topic for me.

Student: 103566			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	3	About average
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	3	About average
3	This course increased my knowledge or skills	3	About the same as other courses
4	I found this course to be	2	Less challenging than other courses
5	The instructor stimulated interest in the subject	4	Most of the time
6	In this course, to what degree have you learned how to apply relevant theories and principles?	3	Some
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	3	Some
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	3	Some
9	The instructor explained course material and objectives clearly and concisely.	4	Most of the time
10	The instructor related course material to business and other real world contexts.	4	Most of the time
11	The instructor was well prepared for class.	4	Most of the time
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	4	Most of the time
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	4	Most of the time
14	The instructor had fair methods of evaluating my performance.	4	Most of the time
15	The instructor displayed an interest in my learning.	4	Most of the time
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or	4	Most of the time

Student: 103566			
Question Order	Question	Resp.	Detail
	phone calls.		
17	The instructor treated me equitably and with respect.	4	Most of the time
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	4	Often
19	I stayed up-to-date in the course work.	2	Rarely
20	I sought help when I needed it.	2	Rarely
21	I understood what was expected of me in this course.	2	Rarely
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	3	In Between
23	The online class allowed me to manage my time well.	4	Agree
24	The online class was free of technical problems.	4	Agree
25	The online materials I used in this class helped me learn.	4	Agree
26	I would recommend this online class to others.	4	Agree
27	Why did you take this course?	1	Elective
28	On average, how many hours a week did you devote to this class?	3	7-10 hours per week
29	What grade do you expect to earn in this class?	0	NA
30	When registering for this course, I had a positive opinion about the course.	0	No Opinion
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	
36	How often should this course be offered?	0	
37	How did you hear about this course?	0	
38	Why did you choose to take this course?	0	

Student: 105777			
Question Order	Question	Resp.	Detail
1	Given your experience at DePaul, rate the overall quality of the course	5	Among the best
2	Given your experience at DePaul, rate the instructor's overall teaching effectiveness	5	Among the best
3	This course increased my knowledge or skills	5	More than almost all other courses
4	I found this course to be	4	More challenging than many courses
5	The instructor stimulated interest in the subject	4	Most of the time
6	In this course, to what degree have you learned how to apply relevant theories and principles?	4	A Lot
7	In this course, to what degree have you developed skills, competencies, and points of view needed by professionals in the field?	4	A Lot
8	In this course, to what degree have you learned to analyze and critically evaluate ideas, arguments, and points of view?	5	An exceptional amount

Student: 105777			
Question Order	Question	Resp.	Detail
9	The instructor explained course material and objectives clearly and concisely.	4	Most of the time
10	The instructor related course material to business and other real world contexts.	5	Almost always
11	The instructor was well prepared for class.	5	Almost always
12	The instructor scheduled assignments(including class activities, readings, homework, quizzes, test, projects) that enhanced my learning.	5	Almost always
13	The instructor provided timely and useful feedback on test, quizzes, discussion board threads, reports, projects, etc.	4	Most of the time
14	The instructor had fair methods of evaluating my performance.	5	Almost always
15	The instructor displayed an interest in my learning.	5	Almost always
16	The instructor was accesible to me through office hours, appointments, e-mail, and/or phone calls.	5	Almost always
17	The instructor treated me equitably and with respect.	5	Almost always
18	I was actively engaged in this class (e.g., listened attentively, contributed to class and/or on-line discussions, asked and/or answered questions, etc.).	5	Always
19	I stayed up-to-date in the course work.	5	Always
20	I sought help when I needed it.	5	Always
21	I understood what was expected of me in this course.	5	Always
22	I was able to easily navigate the BlackBoard site to find course materials and assignments for the on-line class.	3	In Between
23	The online class allowed me to manage my time well.	5	Strongly Agree
24	The online class was free of technical problems.	5	Strongly Agree
25	The online materials I used in this class helped me learn.	5	Strongly Agree
26	I would recommend this online class to others.	5	Strongly Agree
27	Why did you take this course?	4	Requirement for Major/Minor/Concentration
28	On average, how many hours a week did you devote to this class?	2	4-6 hours per week
29	What grade do you expect to earn in this class?	5	A
30	When registering for this course, I had a positive opinion about the course.	0	No Opinion
31	When registering for this course, I had a positive opinion about the instructor.	0	No Opinion
32	Please feel free to write any comments you have related to your learning in the course	0	This is a good course. There is a decent amount of work, but it is interesting so it doesn't seem like that much. I like the Desire2Learn web site a lot.
33	Please feel free to write any comments you have concerning the instructor's behaviors in this course.	0	He provided a lot of information and knows his stuff. The syllabus is a little overwhelming when you get it before the class starts, but there were no surprises.
34	Please share any comments you have that were not covered above.	0	
35	What topics would you suggest adding to future versions of this course?	0	Maybe covering how you can effectively use Twitter, since it is becoming very popular. Maybe require people to create and update a Twitter account like you do with the Blog.
36	How often should this course be offered?	0	Quarterly.
37	How did you hear about this course?	0	I hadn't heard about it at all. I thought it was interesting to take a course entirely online. After I started the course, I ran into several people in my other Marketing class that had taken this class, or are currently in it.
38	Why did you choose to take this course?	0	It is required for my Integrated Marketing concentration.

