MBAO1&2 Course Evaluation - 115768 Market Analysis and Strategy - 2020 S1N1 - 4 May 2020

15	60:08	Active
Responses	Average time to complete	Status

1. I choose to

- 🔵 Provide a course evaluation (p...   15
- 🟠 Not provide a course evaluati...   0

2. Please indicate your overall feedback as per the points below

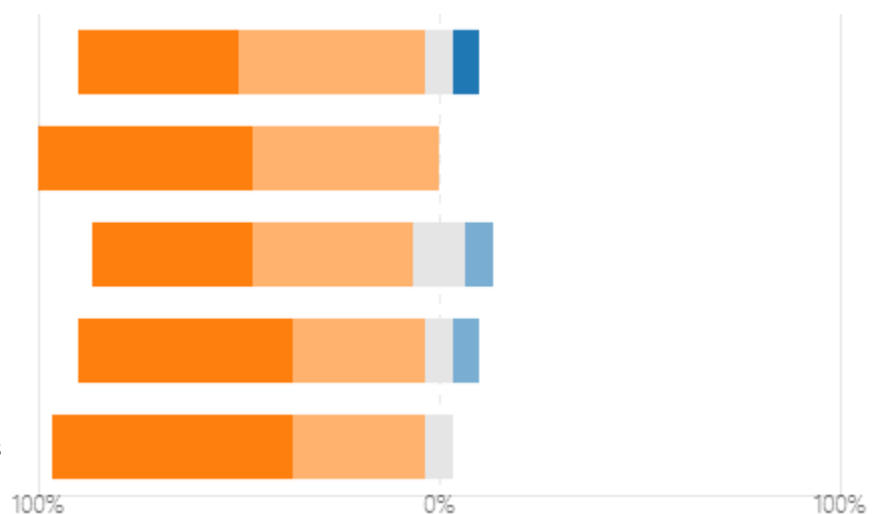🟧 Excellent   🟧 Good   ⬜ Satisfactory   🟦 Poor   🟦 Very Poor

Overall, I would rate the quality of this course as

Relevance of this subject to your current role and career aspirations

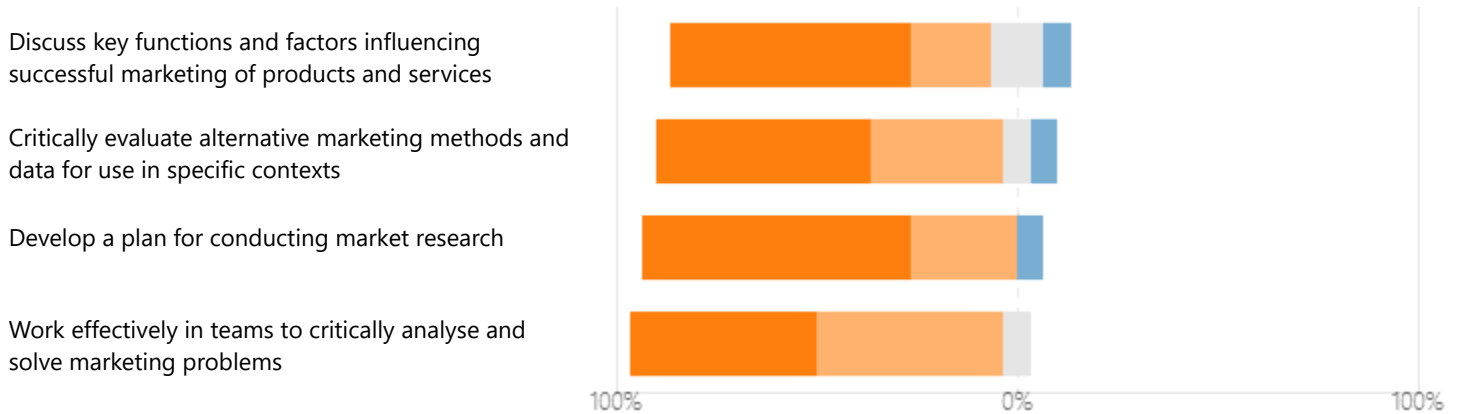Study material including text, readings, handouts and Stream site was

The administration of the module, timeliness of information and communication was

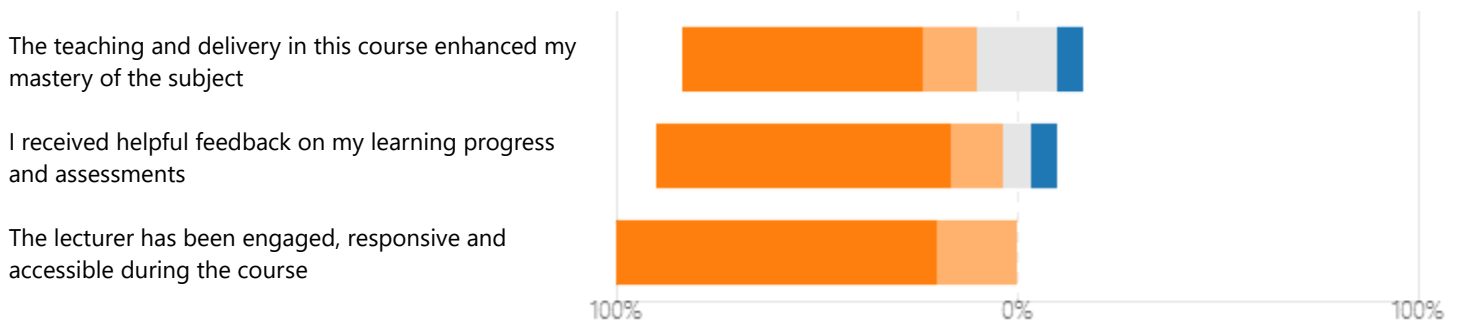The opportunity to connect learning with practice was

100%   0%   100%

3. The following are the learning outcomes for this course. Please indicate the degree to which you agree each was achieved

Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

- Discuss key functions and factors influencing successful marketing of products and services
- Critically evaluate alternative marketing methods and data for use in specific contexts
- Develop a plan for conducting market research
- Work effectively in teams to critically analyse and solve marketing problems

100% — 0% — 100%

4. How do you rate Robert Davis' teaching style, interaction, communication, and knowledge?

Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disgree

- The teaching and delivery in this course enhanced my mastery of the subject
- I received helpful feedback on my learning progress and assessments
- The lecturer has been engaged, responsive and accessible during the course

100% — 0% — 100%

5. Any additional comments on the lecturer(s) you would like to add?
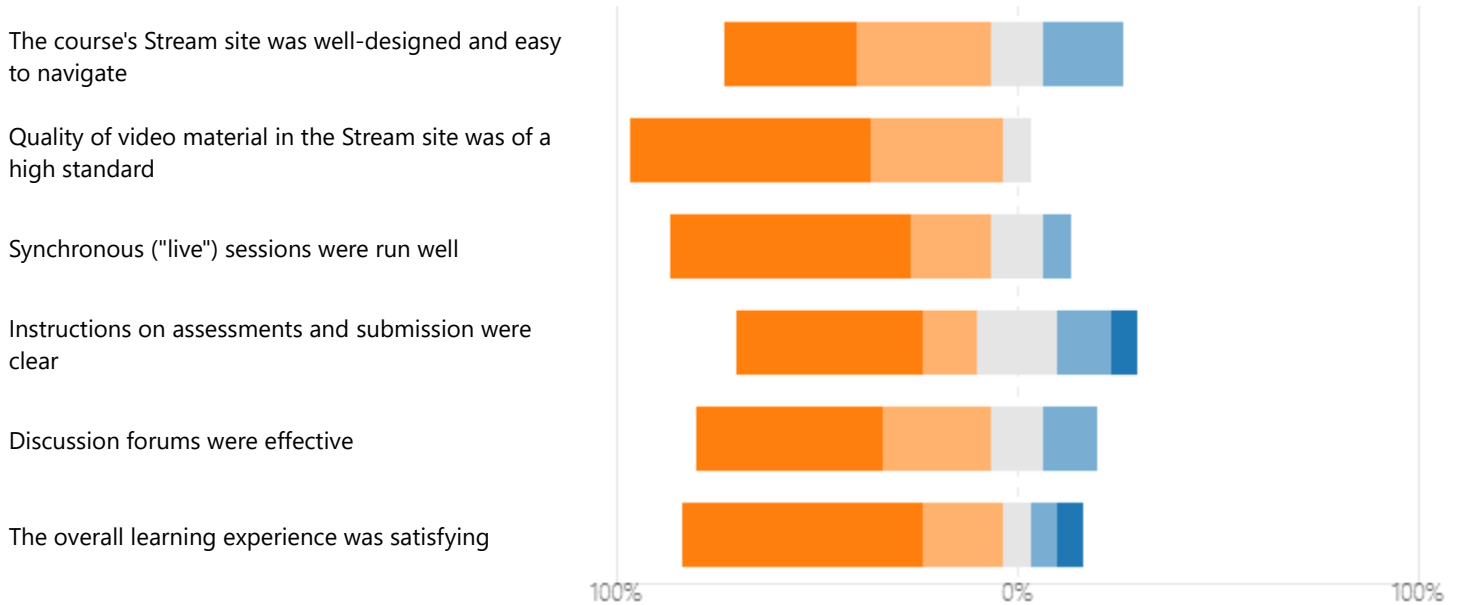
11
Responses

Latest Responses

"*I personally found the teaching style to broad and wide ranging. il wa...*"

"*Robert was very good, He was thoughtful, interactive. Always availabl...*"

"*More structure to lectures would have have increased the benefit of m...*"

6. How do you rate your online study experience?

Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

The course's Stream site was well-designed and easy to navigate

Quality of video material in the Stream site was of a high standard

Synchronous ("live") sessions were run well

Instructions on assessments and submission were clear

Discussion forums were effective

The overall learning experience was satisfying

100% — 0% — 100%

7. Which topics or sections within the course were most practical, useful and helpful to you and why?

12
Responses

Latest Responses

"*SDS toolkit was a useful resource and I enjoyed the process of workin...*"

"*The readings were good quality and helpful in our SDS project. I enjoy...*"

"*Customer Asset, Personalisation, Analytics & Omnichannel. These top...*"

8. Please provide feedback on the administrative and pastoral care support from the MED support staff.

8
Responses

Latest Responses

"*:)*"

9. What, if any, improvements would you recommend for this course?

<div align="center">

Latest Responses

9

Responses

</div>

"Just be more focused. sometimes readings didn't connect with lecture …

"I thought there were too many areas/pages for communications. I got…

"More reference to a text book as the guiding principles of Service Desi…

10. Any other comments you may wish to add?

<div align="center">

Latest Responses

9

Responses

</div>

"Broken record here - clearly outline the foundations and paramaters …

"I enjoyed MAS. I would have liked to see one Wednesday evening disc…

"I was really looking forward to this course. The format of the assessm…

11. My overall star rating for this course

<div align="center">

15

Responses

★ ★ ★ ★ ☆

4.07 Average Rating

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