The George Washington University

Spring 2020, MKTG 4154 Digital Marketing Section 10 Instructor: Novak, Thomas (Primary)

There were: 20 possible respondents.

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	Question Text	N	Top Two	Avg	MKT G Avg	MKT G SD	Sc h Av g	Sch SD	1	2	3	4	5	N/A						
1	Organized	11	100 % (11)	5	4.0	1.2	4.4	1.0	0% (0)	0% (0)	0% (0)	0% (0)	100% (11)	0% (0)						
2	Challenge	11	73% (8)	3.8	3.8	1.1	4.0	1.0	0% (0)	9% (1)	18% (2)	55% (6)	18% (2)	0% (0)						
3	Amount learned	11	100 % (11)	4.8	4.0	1.2	4.2	1.1	0% (0)	0% (0)	0% (0)	18% (2)	82% (9)	0% (0)						
4	Quality of Course	11	91% (10)	4.6	4.0	1.1	4.2	1.0	0% (0)	0% (0)	9% (1)	18% (2)	73% (8)	0% (0)						
8	Effective communication (Novak)	11	91% (10)	4.7	4.1	1.2	4.4	1.0	0% (0)	0% (0)	9% (1)	9% (1)	82% (9)	0% (0)						
9	Student interest (Novak)	11	91% (10)	4.4	4.0	1.3	4.2	1.1	0% (0)	9% (1)	0% (0)	36% (4)	55% (6)	0% (0)						
10	Fair grading (Novak)	11	91% (10)	4.7	4.2	1.0	4.4	1.0	0% (0)	0% (0)	9% (1)	9% (1)	82% (9)	0% (0)						
11	Timely feedback (Novak)	11	100 % (11)	4.7	4.2	1.1	4.4	1.0	0% (0)	0% (0)	0% (0)	27% (3)	73% (8)	0% (0)						
12	Accessible (Novak)	11	100 % (11)	4.7	4.3	1.1	4.5	0.9	0% (0)	0% (0)	0% (0)	27% (3)	73% (8)	0% (0)						
13	Instructor overall quality (Novak)	11	100 % (11)	4.8	4.1	1.1	4.4	1.0	0% (0)	0% (0)	0% (0)	18% (2)	82% (9)	0% (0)						
									Lectur es	Discus s	Clickers	Activit y	Homewo rk	Lab Project	Teamwo rk	Presen t	Guest I Lect	Fieldwor k	Writing	Other

COVID19: Contributed to learning (Novak)	11							82% (9)	45% (5)	0% (0)	73% (8)	55% (6)	0% (0)	45% (5)	73% (8)	64% (7)	18% (2)	0% (0)	0% (0)	0% (0)
								1 Hr Or Less	1-2 Hrs	3-4 Hrs	5-6 Hrs	7-8 Hrs	9-10 Hrs	11-13 Hrs	13-15 Hrs	15+ Hrs				
COVID19: Time on 15 coursework outside of class (Novak)	11							0% (0)	36% (4)	64% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)				
								Memor y	Apply Basic	Organizi ng	Judge	Apply New	Solv e Prob l		Teamwo rk	Readin g	Presen t	Lab	Writing	Other
COVID19: 16 Significant aspects (Novak)	11							36% (4)	45% (5)	36% (4)	27% (3)	9% (1)	0% (0)	36% (4)	64% (7)	9% (1)	73% (8)	0% (0)	0% (0)	0% (0)
								Not At All	2	3	4	Very	N/A							
17 COVID19: Intellectual challenge (Novak)	11	73% (8)	3.5	3.6	1.1	3.6	1.1	9% (1)	0% (0)	18% (2)	73% (8)	0% (0)	0% (0)							
								Little	2	3	4	A Lot	N/A							
COVID19: How much learned (Novak)	11	91% (10)	4.3	4.0	1.0	3.7	1.1	0% (0)	9% (1)	0% (0)	45% (5)	45% (5)	0% (0)							
								Str Disagr	2	3	4	Str Agree	,							
19 COVID19: Did best work possible (Novak)	11	82% (9)	4.2	4.2	0.9	4.0	1.0		0% (0)	18% (2)	45% (5)	36% (4)								
								More	Same	Less	Don't Know									

20	COVID19: Significant change in workload (Novak)	11							18% (2)	82% (9)	0% (0)	0% (0)				
									Poor	2	3	4	Excellent	N/A		
21	COVID19: Quality of technical support (Novak)	11	89% (8)	4.7	4.1	1.0	3.9	1.0	0% (0)	0% (0)	9% (1)	9% (1)	64% (7)	18% (2)		

Instructor	Text Responses
	Question: What did you like most about this course?
	Everything! The class was very engaging and I learned so much. I was apply to apply these concepts at my internship, which was very helpful. I am very thankful for this course.
	Tom Novak is incredibly knowledgeable and passionate about the subject material. He delivers fascinating and engaging lectures in person and online.
	I found the subject very interesting. I also enjoyed the weekly class exercises.
	The course material was really interesting and I learned a lot.
	The professor was very engaging and knowledgable
	I appreciated the in-class exercises. The class was very long (2.5 hours) and the exercises held us accountable for our out-of-class readings and kept up engaged.
	I liked the real-world examples discussed to supplement the textual material.
	fair amount of workload
	The course was very interesting and the content was unique.
	Question: What did you like least about this course?
	Nothing!
	I wish there was a follow-up course!
	It was a little too long.
	NA
	The length
	I did not like all the readings assigned, as I felt as if some of them were not necessary and served as fillers.
	too long
	The classes tend to feel very long.

	Question: Use this space to provide suggestions on how to improve this course.
	N/A
	Consider slipping it up.
	NA
	Perhaps less time could be spent on lecturing and more on activities or group work.
	better to split it into two sessions so that students can pay attention
	Question: Use this space for comments on strengths of the course after the change to remote learning.
Novak	Despite having to prepare a little bit more for class, the professor did a very good job of keeping the class just as engaging online as it was in person.
Novak	Professor Novak had lectures ready to go and recorded very early on in the situation. He had a plan and was accommodating to my time difference issues.
Novak	I learned a lot more than I thought I would.
Novak	Watching the lectures before class was great (thank you for this). Novak did a wonderful job at making the course accessible to students.
Novak	I liked how materials were uploaded before the in-person meeting.
Novak	The professor was very well organized and recorded and uploaded all his lectures to YouTube ahead of time. This allowed us to focus on group work and activities during actual class time. This was also a very effective method for those living in different time zones.
Novak	One of the strengths is that the professor records the lecture before the actual lecture, which saves a lot of time. This is extremely helpful when I miss something in class or I need to understand a concept again.
	Question: Use this space to provide suggestions on how to improve the course after the change to remote learning?
Novak	N/A
Novak	For quizzes, I think they should be available to do whenever you want in a 24 hour period, not just for a set hour and a half.
Novak	NA
Novak	nothing
Novak	I would make it so courses would be more interactive rather than the professor stating a bunch of information for a whole period.
Novak	N/A
Novak	The professor could allow all group members to record their part of the presentation, because this would prevent any technical issues that could occur during the live presentations.
	Question: What was the most challenging aspect for you after the change to remote learning?
Novak	Group work
Novak	Engaging in materials and coordinating with my group members.
Novak	NA
Novak	My internet connection at times, but that is all!
Novak	The most challenging aspect was paying attention and following up with reading the material before the live session. Also, I felt as If the exam was harder online than in person.

Novak	Making sure I watched all the lectures before class.
Novak	The most challenging was to stay focus during class.