The George Washington University

Spring 2020, MKTG 6252 Digital Marketing Section 10
Instructor: Novak, Thomas (Primary)

GW

There were: 26 possible respondents.

	Question Text	N	Top Two	Avg	MKTG Avg	MKTG SD	Sch Avg	Sch SD	1	2	3	4	5	N/A
1	Organized	20	95% (19)	4.8	4.0	1.2	4.4	1.0	0% (0)	0% (0)	5% (1)	10% (2)	85% (17)	0% (0)
2	Challenge	20	70% (14)	4	3.8	1.1	4.0	1.0	0% (0)	0% (0)	30% (6)	35% (7)	35% (7)	0% (0)
3	Amount learned	20	90% (18)	4.4	4.0	1.2	4.2	1.1	0% (0)	5% (1)	5% (1)	30% (6)	60% (12)	0% (0)
4	Quality of Course	20	95% (19)	4.8	4.0	1.1	4.2	1.0	0% (0)	0% (0)	5% (1)	15% (3)	80% (16)	0% (0)
8	Effective communication (Novak)	20	95% (19)	4.8	4.1	1.2	4.4	1.0	0% (0)	0% (0)	5% (1)	10% (2)	85% (17)	0% (0)
9	Student interest (Novak)	20	95% (19)	4.8	4.0	1.3	4.2	1.1	0% (0)	5% (1)	0% (0)	10% (2)	85% (17)	0% (0)
10	Fair grading (Novak)	20	100% (20)	4.6	4.2	1.0	4.4	1.0	0% (0)	0% (0)	0% (0)	35% (7)	65% (13)	0% (0)
11	Timely feedback (Novak)	20	95% (19)	4.8	4.2	1.1	4.4	1.0	0% (0)	0% (0)	5% (1)	10% (2)	85% (17)	0% (0)
12	Accessible (Novak)	20	100% (20)	4.9	4.3	1.1	4.5	0.9	0% (0)	0% (0)	0% (0)	10% (2)	90% (18)	0% (0)
13	Instructor overall quality (Novak)	20	95% (19)	4.9	4.1	1.1	4.4	1.0	0% (0)	0% (0)	5% (1)	0% (0)	95% (19)	0% (0)

	Question Text	N						Lectures	Discuss	Clickers	Activity	Homework	Labs	Project	Teamwork	Present	Guest Lect	Fieldwork	Writing	Other
14	COVID19: Contributed to learning (Novak)	19						84% (16)	47% (9)	37% (7)	79% (15)	53% (10)	0% (0)	53% (10)	58% (11)	47% (9)	16% (3)	0% (0)	21% (4)	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
15	COVID19: Time on coursework outside of class (Novak)	19	5% (1)	5% (1)	42% (8)	37% (7)	5% (1)	0% (0)	0% (0)	5% (1)	0% (0)

			Memory	Apply Basic	Organizing	Judge	Apply New	Solve Probl	Thinking	Teamwork	Reading	Present	Lab	Writing	Other
16	COVID19: Significant aspects (Novak)	19	32% (6)	47% (9)	42% (8)	21% (4)	42% (8)	11% (2)	42% (8)	63% (12)	37% (7)	37% (7)	0% (0)	5% (1)	0% (0)

									Not At All	2	3	4	Very	N/A
17	COVID19: Intellectual challenge (Novak)	19	53% (10)	3.4	3.6	1.1	3.6	1.1	11% (2)	5% (1)	32% (6)	37% (7)	16% (3)	0% (0)

									Little	2	3	4	A Lot	N/A
18	COVID19: How much learned (Novak)	19	84% (16)	4.4	4.0	1.0	3.7	1.1	0% (0)	0% (0)	16% (3)	32% (6)	53% (10)	0% (0)

									Str Disagr	2	3	4	Str Agree
19	COVID19: Did best work possible (Novak)	18	83% (15)	4.3	4.2	0.9	4.0	1.0	0% (0)	0% (0)	17% (3)	39% (7)	44% (8)

			More	Same	Less	Don't Know
20	COVID19: Significant change in workload (Novak)	19	32% (6)	68% (13)	0% (0)	0% (0)

			Poor	2	3	4	Excellent	N/A

21	COVID19: Quality of technical support (Novak)	19	78% (14)	4.3	4.1	1.0	3.9	1.0	0% (0)	5% (1)	16% (3)	16% (3)	58% (11)	5% (1)

Instructor	Text Responses
	Question: What did you like most about this course?
	The lectures
	Very organized, engaging content
	The class was by far one of the best classes where I was interested and learned a great deal of information during my MBA.
	The material was interesting to learn about especially the innovations in marketing like AI and machine learning. I liked that the course material reflected how COVID was influencing the marketing landscape and it challenged us to think about marketing in real-life terms. Professor was very supportive of changing the class to online once the COVID outbreak became apparent even before the university decided to make classes online for the rest of the semester. It demonstrated care and concern for his students as well as the ability to proactive and flexible. Professor is very good with giving feedback quickly and offering solutions to questions/problems.
	The content! It was fun and interesting. Also, loved the in-class exercise. It helped materialize all the concepts we learn in class.
	The advanced ideas in this course
	The professor is really great and kind. He is well prepared for the course and very professional. I love taking his class!
	The in class sessions made even the driest book material interesting and engaging.
	The reading materials make a lot of sense. Every course is well-structured. And Prof. Novak always provides clear guidance to whats happening next!
	The materials are up-to-date.
	Prof Novak uses a lot of real world exs to make it interesting
	Instructions and course material
	case sharing and up to date data to support professors concepts
	Question: What did you like least about this course?
	The project
	Very long lectures
	The assigned books were a lot to read in a short period of time and think some additional time to get through the books would be helpful.
	The classroom we were in during the first part of the semester. GW, you all have SO MUCH MONEY, its time to invest some of that into your desks and chairs in classrooms for your students. We are humans too, not just dollar signs.
	The IoT part cannot see the direct connection with digital marketing, need more cases to support.
	Nothing
	In class group work post covid was at times prohibitively difficult

	The original classroom - not set up for students who need to use a laptop as part of the class	
	an A grade could be given to more people who worked really hard.	
	Not really. Only the relevancy of China market is limited but there is nothing professor can do.	
	Question: Use this space to provide suggestions on how to improve this course.	
	Readings were too long for students who are employed	
	Recorded lectures posted on Blackboard after each online session once the class transitioned to online.	
	This is a very useful course to take. The suggestion has mentioned above	
	If there is another covid outbreak, structure less of the in class session on group work	
	an A grade could be given to more people who worked really hard	
	could consider to hire one or two guest speakers for interaction.	
	Question: Use this space for comments on strengths of the course after the change to remote learning.	
Novak	I felt Professor Novak adapted very quickly	
Novak	Professor Novak adapted quickly to the online platform and made it easy for students to continue learning in the course.	
Novak	video lectures	
Novak	The overall coursework remained the same, however it was nice to see the professor upload Youtube lecture videos ahead of the live sync session. It was good to be able to reference that information when studying for the last quiz and preparing for the final presentation.	
Novak	I enjoyed using Blackboard for everything. I like when everything is organized all in one space. Dr.Novak did an excellent job of having lots of resources for us and keeping everything organized.	
Novak	The video lectures were helpful, and the fact that the in class participatory work was submitted electronically even before covid made the transition easier	
Novak	Professor Novak recorded his lectures and put them on YouTube for us to watch before class. It is really great because I can stop and review the lectures at anytime. Since English is my second language, it is a little hard to catch up and understand every sentence professor said before. But now, the online courses make it easier.	
Novak	Videos on Youtube are helpful for preview	
Novak	Better chance to review lessons because we got videos.	
Novak	Great online video lectures	
Novak	Pre-study content through Youtube video acutally makes me learn academic points in a deeper way.	
	Question: Use this space to provide suggestions on how to improve the course after the change to remote learning?	
Novak	If a video lecture is posted and we are expected to watch, please do not spend the entire lecture reviewing the same slides	
Novak	Record live sync sessions and upload for students future reference. Professor Novak attempted to, but forgot to hit record a few times which is understandable since everyone is transitioning during a difficult time. That was hard for students (not me) who werent able to attend the live sync session b/c of the time differences.	
Novak	I think it was great. Every GW professor should take notes on Dr.Novaks ability to give a shit about his students and his high level of organization and making things extremely accessible. Unlike GW, Dr.Novak looks at his students as humans.....not dollar signs.	

Novak	Less emphasis on in class group work, or at least more time given for each breakout activity to account for the added communication difficulties
Novak	Cannot come up with any suggestions. But the in-class lecture is better than taking it online
Novak	an A grade could be given to more people who worked really hard
Novak	Blackboard is not that friendly to internet environment in China, we could consider some other options
	Question: What was the most challenging aspect for you after the change to remote learning?
Novak	Listening to the lecture outside of class hours
Novak	motivation
Novak	group projects and presentations
Novak	Finding time to meet with group members who were in different time zones around the world. With a 12- and 8- hour time difference we had to get creative about how wed meet e. to practice and finalize our last presentation deliverable.
Novak	The only complaint I have and the hardest thing for me was my work for this class doubling. I did watch the lectures online every week but then on Mondays, Dr.Novak basically lectured again for the entirety of the period. My time spent on the lectures alone went from 2 hours to over 4 hours as I would often pause and look up content to better understand it or catch up on my own notes. I always hoped every Monday would be different but it wasnt and that was reallllllllly frustrating. Thankfully, hes such an entertaining lecturer it wasnt unbearable but it was a disappointment.
Novak	In class group work
Novak	Sometimes cannot concentrate. Prefer in-class lecture
Novak	The network.
Novak	Team presentation
Novak	Time zone difference