

University of Nebraska, Lincoln

College of Business Spring 2023 End of Semester Evaluations

Course: MRKT-341-001.1231: MARKETING MRKT341 SEC 001 Spring 2023

Instructor: Robert Mackalski *

Response Rate: 73/231 (31.60 %)

Question		1	B1	B2	Mean	Std	Median
I understand that my response will be anonymous and will not include any identifying information.	n	70	1.00	1.00	1.00	0.00	1.00
	%	100.00%					

Scale: 1 = Yes

B1 = College, B2 = Department

Question		5	4	3	2	1	B1	B2	Mean	Std	Median
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: I feel welcome and respected.	n	40	18	8	2	1	4.52	4.54	4.36	0.91	5.00
	%	57.97%	26.09%	11.59%	2.90%	1.45%					
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: I understand course expectations and how my performance is evaluated.	n	34	20	6	7	1	4.43	4.36	4.16	1.06	4.50
	%	50.00%	29.41%	8.82%	10.29%	1.47%					
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: I feel challenged to learn a lot in this course.	n	30	25	9	3	1	4.31	4.32	4.18	0.93	4.00
	%	44.12%	36.76%	13.24%	4.41%	1.47%					
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: Course activities effectively promote my learning and interest in the subject.	n	30	14	8	11	4	4.19	4.23	3.82	1.32	4.00
	%	44.78%	20.90%	11.94%	16.42%	5.97%					
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: The learning tools (e.g. course texts, notes, slides, videos, exams, projects, etc.) support my learning.	n	25	18	10	9	4	4.22	4.19	3.77	1.26	4.00
	%	37.88%	27.27%	15.15%	13.64%	6.06%					
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: I am invited to be an active participant in my learning (either face to face or online).	n	35	22	9	2	0	4.32	4.43	4.32	0.82	5.00
	%	51.47%	32.35%	13.24%	2.94%	0.00%					
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: I have opportunities to learn with and from other students in this course.	n	34	20	10	2	2	4.22	4.39	4.21	1.00	4.50
	%	50.00%	29.41%	14.71%	2.94%	2.94%					
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: The feedback I receive on my work is useful to me for making changes and improvements.	n	22	15	16	7	7	4.08	4.12	3.57	1.33	4.00
	%	32.84%	22.39%	23.88%	10.45%	10.45%					

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Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: I know where to go for help in this course if, and when, I need it.	n	32	24	9	3	0	4.37	4.37	4.25	0.85	4.00
	%	47.06%	35.29%	13.24%	4.41%	0.00%					
Educational research has identified the elements in the below statements as being important to student learning. For each statement, please select your level of agreement regarding your learning experiences in this course: I find communication with the instructor (e.g. office hours, email, Canvas, etc.) effectively supports my learning.	n	28	21	13	4	1	4.28	4.28	4.06	1.00	4.00
	%	41.79%	31.34%	19.40%	5.97%	1.49%					

Scale: 5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree

B1 = College, B2 = Department

Question	What has been beneficial to your learning? From the following list of teaching elements, what is the one thing that has been the most beneficial for your learning in this course so far? After your selection, please provide written comments about the element.	n	%
1	Inclusiveness	9	13.24%
2	Course Performance Expectations	0	0.00%
3	Course Challenge	10	14.71%
4	Engagement in Assignments or Projects	7	10.29%
5	Course Learning Materials and Tools	11	16.18%
6	Active Learning Opportunities	5	7.35%
7	Quality Interactions with Students	9	13.24%
8	Timely and Useful Feedback for Improvement	1	1.47%
9	Support	1	1.47%
10	Instructor Communication	5	7.35%
11	Other	3	4.41%
0	Not Applicable	7	10.29%

You selected 'Inclusiveness'. Please provide written comments on your choice.: Robert Mackalski

- Great prof for class experience.
- The teacher is highly energetic
- He always encouraged us to go to office hours if we had questions.
- good teacher
- Professor Mackalski is very inclusive, each class he makes sure to interact with students as well as an anonymous way to share your opinion.
- Mr. Mackalski is very passionate about Marketing. It shows a lot through his teachings and his in person lecture. I like his class and would highly recommend him to any business students.
- the instructor was very welcoming and wanted all students to engage in class activities
- The atmosphere is very welcoming and we are invited to actively participate in multiple ways.

You selected 'Course Performance Expectations'. Please provide written comments on your choice.: Robert Mackalski

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You selected 'Course Challenge'. Please provide written comments on your choice.: Robert Mackalski

- I believe that the difficulty of this class has pushed me to learn more content.
- I have had to dedicate so much time into studying for this class and that is what has benefitted my learning.
- i
- This marketing course does not cover over-complicated information and material, however the tests are typically nothing like the reviews and each time we are told to prepare for the test in a certain way, there is always information on the tests that we did not cover. The questions on the tests are always phrased in such a weird way that makes it very difficult to tell the answers apart.
- I learned a lot in this course through the material and applying it in the case studies. This course was challenging because of the exams.
- The course was challenging enough to where I had to apply myself and actually understand the material.
- A lot of the learning in this course is on your own from reading the textbook and making sure you go to class, so having this challenge to hold myself accountable reflected well on my learning and motivated me.

You selected 'Engagement in Assignments or Projects'. Please provide written comments on your choice.: Robert Mackalski

- I liked the two case studies and helped me learn a lot about what marketing is.
- Projects and assignments were easy to understand
- The course has lots of group projects and normally group projects have been a struggle, however with this course I thought that I actually learned from the projects. I think with the nature of marketing it helped me look at how other people might market something.

You selected 'Course Learning Materials and Tools'. Please provide written comments on your choice.: Robert Mackalski

- I believe that the exams were more trick questions rather than actually knowing the information.
- I found the lectures to be incredibly beneficial. They were interesting and Bob made it really fun. It also gave us the opportunity to network and talk with other students in the class.
- I really like the material because it is common sense.
- the thing most beneficial to my learning has been the textbook. quiz and test questions come straight from the book, so that is how to succeed the best in this class.
- The professor provides a lot of materials to help students learning in a flexible way.

You selected 'Active Learning Opportunities'. Please provide written comments on your choice.: Robert Mackalski

- I felt like professor Mackalski made the class engaging and fun, and he always made sure to interact and try and make it as fun as possible each day. He would always get people to come up and interact with him or get the class engaged in answering questions.
- Lots of opportunities to learn from and work with our peers.
- Class is very helpful and interactive. He makes them interesting and engaging.
- I really enjoyed the taste test examples, not only was it yummy but it was fun to see real world examples.

You selected 'Quality Interactions with Students'. Please provide written comments on your choice.: Robert Mackalski

- I walk away from class feeling confident in what I have learned. His office hours are equally helpful.
- He makes sure to include students as much as he can, and he brings a lot of energy to the class. I would argue he markets the class and himself well to the students.
- I had a great group and they helped me get through this terrible hard class.
- Amazing professor deeply cares about his students.
- I attended nearly every class and while I definitely learned a lot during class, I actually enjoyed coming to class. It was always a great day for marketing!
- I worked with friends to study for tests and such.
- I know this isn't the case for all people, but I had a very good group for our group cases and marketing plan. Working with these people and having the opportunity to collaborate and learn with and from them was super beneficial. I loved our group projects and I think I learned a lot from analyzing them and discussing them with my group. These were high quality interactions with fellow students. Along with that, Bob asked us multiple times to turn to a neighbor and discuss a topic or review a topic in class and these were also helpful interactions with those who sat around me.
- I signed up for this class because it is required for my degree, yet every lecture was very personal and engaging. I looked forward to each one.

You selected 'Timely and Useful Feedback for Improvement'. Please provide written comments on your choice.: Robert Mackalski

- Things were graded right away

You selected 'Support'. Please provide written comments on your choice.: Robert Mackalski

- Robert is very open to helping you when you need it

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You selected 'Instructor Communication'. Please provide written comments on your choice.: Robert Mackalski

- prompt response time
- na

You selected 'Other'. Please provide written comments on your choice.: Robert Mackalski

- great
- I didn't like this class. Instruction was odd.

You selected 'Not Applicable'. Please provide written comments on why you selected your choice.: Robert Mackalski

- I don't think anything has been very beneficial to learning in this course, not a lot is taught during lectures and many of the test questions are poorly written and are meant to trick students rather than test them on if they understand the content.
- This course has not been great, the professor is not very good at teaching this course and the TAs taught me more than he ever did.

Question	What could use some improvement? From the following list of teaching elements, what is the one thing that could most use some improvement to increase your learning? After your selection, please provide written comments about the element.	n	%
1	Inclusiveness	1	1.52%
2	Course Performance Expectations	1	1.52%
3	Course Challenge	4	6.06%
4	Engagement in Assignments or Projects	4	6.06%
5	Course Learning Materials and Tools	17	25.76%
6	Active Learning Opportunities	4	6.06%
7	Quality Interactions with Students	2	3.03%
8	Timely and Useful Feedback for Improvement	5	7.58%
9	Support	3	4.55%
10	Instructor Communication	2	3.03%
11	Other	9	13.64%
0	Not Applicable	14	21.21%

You selected 'Inclusiveness'. Please provide written comments on your choice.: Robert Mackalski

- i

You selected 'Course Performance Expectations'. Please provide written comments on your choice.: Robert Mackalski

- This course is SO difficult for no reason. The exams are so hard and are never curved ever. Makes me want to give up effort because no matter how much time I put in I still am climbing to receive a positive outcome.

You selected 'Course Challenge'. Please provide written comments on your choice.: Robert Mackalski

- I feel like the exams were hard, and I didn't really understand why they were so difficult. I didn't find the material that challenging during class or when studying, but I always seemed to struggle on the exams.
- The tests were very difficult which brought my grade down the most.

You selected 'Engagement in Assignments or Projects'. Please provide written comments on your choice.: Robert Mackalski

- Some assignments could be explained with more detail earlier on in the semester like the marketing plan.
- The group project was very difficult to bring my group together and meet. I wasn't sure how to go about it or if any of them actually went to class.
- For example, there needs to be more engagement with the projects because not everyone

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You selected 'Course Learning Materials and Tools'. Please provide written comments on your choice.: Robert Mackalski

- The activities that are done in class as well as the slides provided are the most basic and general notes possible. The tests are extremely difficult and account for almost the entire grade. Class time is used for very basic activities that do not effectively prepare students for the tests.
- I never felt prepared for any of the tests. I attended all the lectures but one, and read the book and took notes. Every exam felt like one massive trick question. This is really frustrating because no matter how many hours of work I put into preparing for the tests, I walked out with at best a mediocre score. There is no reason I should have a 95 in Chemistry and a much worse grade in this class..
- Each exam was incredibly difficult and did not make sense from an exam standpoint. Questions are very opinionated and required much thought as to what the professor deemed the "right" answer.
- often the slides were hard to follow and did not directly apply to material that we were tested on
- The course lectures and slides do not help prepare for the test and are not taught well in class.
- The tests are absolutely nothing like what we learn in class. Every question is unclear and does not represent what we learn in class.
- If I could select more than just course learning materials and tools I would but I can't. The slide deck that Robert Mackalski provides to the class and presents everyday has nothing to do with over half of the exams. The in class experiments and work he does on the white boards provide absolutely no help to anyone when trying to prepare for the exams. His slide deck seems as if it's not his own or he does not know what is on the exams given that the material we do get out of class does not align well in any matter with the content on the exams.
- I don't think this course prepared me very well for the tests. Something I think that would help is a study guide with all the objectives. The review sessions were semi-useful but didn't provide a lot of information. I think the reviews could have been a little longer and had more practice questions with a wider range of questions similar to the test.
- Tests are very difficult and questions seem like that are trying to trick the individual writing the exam. I wish we had more opportunity for points rather than most of our grade coming from the tests.
- In class lectures seemed to not correlate the best with the test but the textbook was very
- The slides didn't cover even half of the things you need to know for the tests, and most students found the tests were extremely hard compared to what we learned in class, so it would've helped more if the material on the tests and the types of questions were more clear so the students could be better prepared on how to study
- The issue with this class is the significant disconnect between the lecture and the tests. Many questions were pulled out of the book, and very little of the lecture was utilized for the midterms, encompassing most of the grade; furthermore, the lack of responsibility and initiative that the LAs provided to the course actively hurt the space the lectures and the professor created. The review lectures were, bare minimum, and at times detrimental to the learning for the upcoming midterm. In multiple instances, the information for the review was incorrect or created false generalizations of the content. I attended all four review sessions and believed the course and its learning objectives would be better without them.
- The lectures took getting used to as I don't think it helped with the exam questions
- Grade average for tests was not very good. I wish we would have actual homework assignments. Also, the fact that we have to buy a case study made by our professor seems a little sketchy. I don't feel comfortable knowing that my professor is making money off of our class like that.

You selected 'Active Learning Opportunities'. Please provide written comments on your choice.: Robert Mackalski

- I feel like if he had more active and engaging activities that I would be able to understand his course and material better.
- The prof should create more challenges for students instead of preparing everything for them.

You selected 'Quality Interactions with Students'. Please provide written comments on your choice.: Robert Mackalski

- I appreciate, authenticity

You selected 'Timely and Useful Feedback for Improvement'. Please provide written comments on your choice.: Robert Mackalski

- There is not much feedback in this course unless it is sought out. For example, no feedback was given on the group project when points were lost. This could be due to the class being so large.
- The feedback was only on cases and consisted of less than a sentence.
- We do assignments and lose points but do not get what or why the points were lost so it is hard to learn from mistakes and see what you did wrong. The tests are also a pain because we are expected to know content from the book that is not covered at all or even indirectly during lectures which makes some questions very much out of no where.
- Having the exam open for one week was great, but only having the LA's review on the Tuesday was hard, because Tuesday's were also the only day we had off from your class. So it would leave it to us of, do we miss the LA's review to go take the exam or do we miss class on Thursday and go take the exam. Do I miss the review or not? I understand other students who are not in a lot of credit hours don't have to worry about that, but for some, the only time available was the time off from class on Tuesday, but then they would miss the review session. I understand with about 400+ students not everyone will get their way, and I don't know a solution for this either, just something to think about. Maybe also cancel classes on Thursdays so student could take the exam during that time or offer another review session!

You selected 'Support'. Please provide written comments on your choice.: Robert Mackalski

- The teacher fails to prepare you for the exams, which are written by a different teacher. Grade discrepancies take weeks to be resolved, and were not even solved all the way, too much reliance on TA's and LA's lack of understanding on how canvas works
- In my opinion, I believe it is unfair that there is no scale for the midterms in this class. Rob Simon, the other professor, gives identical exams but curves the grades when all the students are doing bad. These exams need to be recreated so that it is actually worth our time learning the material. It is one thing to study and retain the material, but it is always pointless due to the fact that once we go to the DLC to take the test we also have to decode the question that is being asked because it is phrased so oddly. The material in this class is not hard, but like any material, can be made hard when asking questions in such an obscure way.
- He seemed to not care if students did good or bad, not a very good professor.

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You selected 'Instructor Communication'. Please provide written comments on your choice.: Robert Mackalski

- Upload to canvas more consistent.
- Sometimes I feel very confused about what is going on

You selected 'Other'. Please provide written comments on your choice.: Robert Mackalski

- I do not believe that it is fair that other classes are being curved when we take the exact same tests, I do not think that is right and should be looked at.
- The test questions were too complex for the content and area of study. I did better on my accounting tests than these and studied a ton for them. The questions seem to be written to make you second guess or get tripped up. Re-evaluate whether you can take the tests with ease and see what makes you second guess. When you take the tests or see the results are the problems people are getting wrong really a content issue.
- There is so much that could use improvement. One, when asking you for clarification on anything you make it even more confusing. The first group case study was confusing and when people asked questions you steered them in the wrong direction and said make up numbers which made no sense. Two, when the exams close I really wish you would just open them up for us to see them like every other professor. Having to go to office hours or see a TA/LA is annoying and unnecessary. Especially when sometimes you were not even in your office. Three, I wish you would post the whole PowerPoint instead of the PowerPoint with pieces missing, it is frustrating. Four, the exams are made to trick us and for an intro class it seems unfair. The scores would be low and you wouldn't curve them even a couple points. When not one student gets a perfect score and the average is as low as some of our exam scores were most professors curve it. Five, the feedback on the case studies was not helpful and sometimes disagreeable. Overall, this class was very unenjoyable for me and I did not appreciate the lack of respect you have for your students.
- I think the professor needs to make his lectures align with the tests more. a lot of times, things we go over in class do not relate at all to tests. while his lectures can be interesting, they just dont align with what we're tested over, which is why i think so many students stopped showing up towards the end of the semester.
- I thought the tests were worded weirdly and were confusing. I always studied a lot and never seemed to ever get a great score or one that I expected. I would always leave the test feeling great and then get a not-so-great score.
- I would say the tests. I felt like they were designed to trick us in some ways.
- I think clarity on some of the assignment questions and also on some test questions could be improved. There were some questions I noticed that close to nobody got right because few actually understood what it was asking. I also noticed that when some people asked questions about the tests or quizzes, or group projects, Bob and the TA's sometimes skirted around the question and didn't really answer it. I think this could be improved to help people understand how they are being evaluated and how to do certain homework tasks.
- I would say maybe have some smaller assignments for the course in case you do bad on a test or something so it doesnt hurt your grade nearly as bad.

You selected 'Not Applicable'. Please provide written comments on why you selected your choice.: Robert Mackalski

- Honestly, I can't think of much that I would change. Anything I have would just be personal preference instead of an overall issue.
- na
- I really enjoyed this class and learned a lot.

Question		1	2	3	4
This course is:	n	49	15	3	1
	%	72.06%	22.06%	4.41%	1.47%

Scale: 1 = Required by my major/degree, 2 = Required by my college, 3 = A chosen elective, 4 = Don't know/choose not to answer

Question		1	2	3	4	5
I spend the following average number of hours studying and/or preparing for this course per week:	n	7	26	26	9	1
	%	10.14%	37.68%	37.68%	13.04%	1.45%

Scale: 1 = Less than 1 hour, 2 = Between 1-4 hours, 3 = Between 4-7 hours, 4 = Between 7-10 hours, 5 = More than 10 hours

Question		1	2	3	4	5
My attendance in this class so far:	n	15	32	11	5	5
	%	22.06%	47.06%	16.18%	7.35%	7.35%

Scale: 1 = I missed 0% of classes, 2 = I missed 1-10% of classes, 3 = I missed 11-25% of classes, 4 = I missed 26-50% of classes, 5 = I missed 51% or more of my classes

Question		4	3	2	1	0
My anticipated grade for this class is:	n	16	44	9	0	0
	%	23.19%	63.77%	13.04%	0.00%	0.00%

Scale: 4 = A, 3 = B, 2 = C, 1 = D, 0 = F

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Question		5	4	3	2	1	B1	B2	Mean	Std	Median
The instructor taught the course content in a clear manner.: Robert Mackalski	n	29	19	10	8	4	4.30	4.23	3.87	1.24	4.00
	%	41.43%	27.14%	14.29%	11.43%	5.71%					
The Canvas site for this class facilitated my learning.	n	23	26	12	5	4	4.33	4.25	3.84	1.14	4.00
	%	32.86%	37.14%	17.14%	7.14%	5.71%					
I would recommend this course to a friend.	n	21	17	12	9	11	3.97	4.01	3.40	1.44	4.00
	%	30.00%	24.29%	17.14%	12.86%	15.71%					

Scale: 5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree

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If you utilized a Teaching and Learning Center (TLC) Tutor for this class, what was your experience? If you did not utilize a TLC Tutor, what were your reasons for not doing so?

- I would rather get help from my teacher if needed.
- No class needs 6 TA's/LA's. And if you are going to have that much, please don't tell me that they are busy. TA's also don't step up to their assigned tasks
- I should've gone, but the idea of doing more marketing outside of class did not interest me in the least.
- Didn't feel like I needed one.
- The tutors held review sessions before each exam. The questions were not always about the content that I needed help with, but they were decent review, and they revealed some things that I didn't know I didn't know.
- I did not.
- The tutors helped more than the instructor himself.
- I didn't make time to utilize a tutor. I didn't seek out a tutor properly.
- na
- N/A
- I had a good experience using the TLC. For example, they are very helpful.
- I did not need assistance for a marketing class at the TLC.
- I did not for this particular class, and truth be told, I don't know why, I'm in their quite a bit for other courses! It can just be scary to ask for help sometimes.
- I did not utilize the TLC for this class because I felt free to ask questions during class to get things clarified for me.
- Didn't want to
- I just never found myself needing to go to the TLC for this class.
- I did not utilize a tutor because after the first exam, I realized what I needed to do to best reflect my grades on exams and it worked out well for me so I did not feel the need to use a tutor
- I did not use a TLC tutor for this class because I did not need to. I felt like I understood all the concepts well and just studied on my own, so didn't need a tutor to help me figure out a study strategy.
- Shiamaa, one of the TAs for this course was amazing and extremely helpful throughout the semester. She deserves a raise.