

# University of Nebraska, Lincoln

## Other University Programs Spring 2021 Course Evaluations

**Course:** RAIK-341H-001.1211: HONORS: MARKETING RAIK341H SEC 001 Spring 2021  
**Instructor:** Robert Mackalski \*  
**Response Rate:** 15/35 (42.86 %)

Question		1	Mean	Std	Median
I understand that my response will be anonymous and will not include any identifying information.	n	15	1.00	0.00	1.00
	%	100.00%			

Scale: 1 = Yes

Question		5	4	3	2	1	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	9	4	1	1	0	4.40	0.91	5.00
	%	60.00%	26.67%	6.67%	6.67%	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 understand course expectations and how my performance is evaluated.	n	3	7	2	3	0	3.67	1.05	4.00
	%	20.00%	46.67%	13.33%	20.00%	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 feel challenged to learn a lot in this course.	n	11	4	0	0	0	4.73	0.46	5.00
	%	73.33%	26.67%	0.00%	0.00%	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: Course activities effectively promote my learning and interest in the subject.	n	12	3	0	0	0	4.80	0.41	5.00
	%	80.00%	20.00%	0.00%	0.00%	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: The learning tools (e.g. course texts, notes, slides, videos, exams, projects, etc.) support my learning.	n	11	3	1	0	0	4.67	0.62	5.00
	%	73.33%	20.00%	6.67%	0.00%	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 am invited to be an active participant in my learning (either face to face or online).	n	14	1	0	0	0	4.93	0.26	5.00
	%	93.33%	6.67%	0.00%	0.00%	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	9	5	1	0	0	4.53	0.64	5.00
	%	60.00%	33.33%	6.67%	0.00%	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: The feedback I receive on my work is useful to me for making changes and improvements.	n	7	3	2	3	0	3.93	1.22	4.00
	%	46.67%	20.00%	13.33%	20.00%	0.00%			

# University of Nebraska, Lincoln

## Other University Programs Spring 2021 Course Evaluations

**Course:** RAIK-341H-001.1211: HONORS: MARKETING RAIK341H SEC 001 Spring 2021  
**Instructor:** Robert Mackalski \*  
**Response Rate:** 15/35 (42.86 %)

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.	<b>n</b>	11	4	0	0	0	4.73	0.46	5.00
	<b>%</b>	73.33%	26.67%	0.00%	0.00%	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.	<b>n</b>	10	4	1	0	0	4.60	0.63	5.00
	<b>%</b>	66.67%	26.67%	6.67%	0.00%	0.00%			

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

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	1	6.67%
2	Course Performance Expectations	0	0.00%
3	Course Challenge	2	13.33%
4	Engagement in Assignments or Projects	3	20.00%
5	Course Learning Materials and Tools	4	26.67%
6	Active Learning Opportunities	3	20.00%
7	Quality Interactions with Students	2	13.33%
8	Timely and Useful Feedback for Improvement	0	0.00%
9	Support	0	0.00%
10	Instructor Communication	0	0.00%
11	Other	0	0.00%
0	Not Applicable	0	0.00%

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

• I really like how engaging classes are. It makes the time fly by.

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

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

• The professor is so good at lecturing and wants you to succeed. He gives you all the tools that you need to do what is expected and holds everyone to a very high standard. This high standard is constantly pushing everyone in the class to do their best and results in very high quality work and a deeper understanding of concepts.

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

• Doing the class project and case studies really helped me apply the concepts we were learning in class to a real world scenario. Requiring class participation also encouraged me to think more critically to come up with comments or questions that would add to the discussion. Overall, professor Machalski is obviously very devoted to helping us learn something in the class and is honestly the best professor I've had my sophomore year. (Also, we do legitimately enjoy your jokes)

• I loved the team assignment. Being able to build my own team for the first time was awesome - I got to apply what I have learned about my team style and my cohortmates' team styles as I built a team that ended up working really well together. Such a good experience

# University of Nebraska, Lincoln

## Other University Programs Spring 2021 Course Evaluations

**Course:** RAIK-341H-001.1211: HONORS: MARKETING RAIK341H SEC 001 Spring 2021  
**Instructor:** Robert Mackalski \*  
**Response Rate:** 15/35 (42.86 %)

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

- The lectures and activities we do in class are engaging and teach the material well.
- All of the slides and class exercises are really helpful for the midterm and class project! It is also really helpful that Professor Mackalski makes himself available for questions!
- Both the semester long project and the in class exercises / participation was very beneficial to my learning. Being able to expand farther than just the basics of marketing and understanding the concepts in an applicable way is something I will carry with me beyond graduation. The in class exercises as well as the case studies provided further depth to each of the concepts that gave me knowledge beyond answering a multiple choice question. Dr. Mackalski was also always available to answer any questions that we had. He always replied back quickly and with as concise an answer as possible.
- Bob provided great engaging lectures and posted the slides on Canvas afterwards. I always enjoyed class and enjoyed following along with the material. Only feedback I have on it is that Canvas files could have been better organized into folders since there are so many.

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

- Bob is quite possibly the BEST lecturer I've ever had. His engagement and energy level makes it impossible to zone out or lose track of information, and he's so clearly passionate about what he's teaching. His in-class examples help me so much, and I know how everything I've learned is or would be applied to the real world. I love the small group discussions and the way he gets every student involved. I didn't go into this year expecting to care about or enjoy marketing, but every class has been enjoyable and engaging. Suffice it to say, Bob made me enjoy marketing. He's genuinely such a fantastic professor and hiring him is one of the best decisions the Raikes School has ever made.
- Just wow. I can't stress enough how amazing this class is with participation. Every time I come to lecture I am excited to see what kind of interesting discussion we'll have, or what kind of example Dr. Mackalski will throw at us to analyze and report on to the class. I feel like I learned so much in this course by having SO many opportunities to participate and apply the course content we were learning.
- The case studies were awesome. Overall the structure of class combined with Bob's excellent lecture style created great opportunities for active learning.

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

- The case studies and discussions in small groups were the most beneficial to me because we were learning and building off of each other.
- I really enjoyed working with other students and hearing their perspectives during the marketing plan and case study projects, the smaller in-class projects/exercises we sometimes did, case discussions, in-class discussions, and online Canvas-based discussion posts. Overall, getting to hear from other students (as well as the professor) throughout the semester, both inside and out of class, really helped me increase my understanding of the course material.

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

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

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

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

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

# University of Nebraska, Lincoln

## Other University Programs Spring 2021 Course Evaluations

**Course:** RAIK-341H-001.1211: HONORS: MARKETING RAIK341H SEC 001 Spring 2021  
**Instructor:** Robert Mackalski \*  
**Response Rate:** 15/35 (42.86 %)

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	0	0.00%
2	Course Performance Expectations	5	33.33%
3	Course Challenge	0	0.00%
4	Engagement in Assignments or Projects	0	0.00%
5	Course Learning Materials and Tools	0	0.00%
6	Active Learning Opportunities	0	0.00%
7	Quality Interactions with Students	0	0.00%
8	Timely and Useful Feedback for Improvement	3	20.00%
9	Support	0	0.00%
10	Instructor Communication	3	20.00%
11	Other	3	20.00%
0	Not Applicable	1	6.67%

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

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

- Because Dr. Mackalski does not like grades in general, the resulting grades for bigger assignments were very volatile. While I understand that he wants us to learn the material more than worry about our grades, many students depend on getting a good grade for scholarship or other reasons. It is difficult to not worry about your grade in a class when you are putting in 110% effort and still not doing as well as you would like to see. This was showcased most effectively through both the quiz and the midterm. While it was an effective way of testing, it is difficult to have "mastery" of a topic that you just learned. Furthermore, the questions were very open ended so while one person may think of the "mastery level" answer that the TAs or Dr. Mackalski is looking for, many people do not. There were also conflicting answers about the requirements for the quiz where points were later taken off for something that was said to be ok during class. The lack of TA office hours was also frustrating. I believe that throughout the semester, the TAs only offered office hours once. Going over previous midterms during the office hours would have been highly beneficial and would have likely mitigated the vagueness of many of the questions. Often times, people did not know what exactly Dr. Mackalski was looking for. Furthermore, the TAs were not highly available to help with the semester long project and could've been more present.
- He does a good job of outline concepts that you have to cover in the assignments but there is a lot of uncertainty if what you are submit is covering those course objectives. The grading is a little bit of a black box. He provides some feedback which is helpful, but there is little understanding for most points that are taken off.
- There were some assignments, particularly earlier on with the quiz and midterm where I was left unsure of what the expectations were. If the expectations were more clearly dictated, I may have approached the problems differently
- I know we covered it in the beginning of the year, but the participation grade still scares me. I haven't gotten my grade back yet and the participation section has a serious chance of affecting my score. It feels as though doing some form of extra credit is almost required to earn an A in this portion, even though I consistently tried to come up with good speaking points throughout the year.
- Sometimes, it was a little unclear what an assignment (especially ones like the quiz or the midterm) was asking for. Many of these assignments were left very open-ended, which was probably useful to the instructor to see which students were truly intuitively understanding the fundamental principles of marketing; however, it made students feel rather stressed and confused about how they were supposed to apply their knowledge to the assignment.

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

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

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

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

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

# University of Nebraska, Lincoln

## Other University Programs Spring 2021 Course Evaluations

**Course:** RAIK-341H-001.1211: HONORS: MARKETING RAIK341H SEC 001 Spring 2021  
**Instructor:** Robert Mackalski \*  
**Response Rate:** 15/35 (42.86 %)

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

- Providing more comments on how to improve papers and projects would be helpful.
- For the midterm, I actually received no feedback on my exam, which was a bit frustrating as I wasn't sure where I went wrong at times. However, Dr. Mackalski did make himself available during office hours and by appointment to go over exam questions and answers, which was hugely beneficial. For this reason, this isn't so much of a gripe. The feedback we got on our marketing plan and case study presentation was fantastic, though! Very useful and well thought out and helped us to understand where we could improve and how to do it.

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

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

- I still feel that the participation/engagement standards are a bit hazy, I do understand that it is meant to help my grade and encourage participation in class, but just from talking with other students I feel that there is some confusion as to how you evaluate participation. Again, I do not think the participation is a bad aspect of the grade, I think some more explanation behind your evaluation of it would be beneficial
- Oftentimes when Bob heard feedback, he would dismiss it as the thoughts of just a few students and then make those with that opinion feel lazy, incompetent, ungrateful, etc. The class knew who his favorites were and who weren't and for those on the bottom half, it created an environment of stress, fear, and anxiety. A student once mentioned being taunted for crying in his office hours. For as much as Bob communicated with us during office hours and over the phone, we were still mostly in the dark for grading and how we would end up in the class. No comments or feedback on why people missed points and only chiding if you questioned it. Students hearing one thing from Bob and then being marked off for the that same thing. Unequal distribution and advice from professor to the students, but nobody wanted to speak out for fear of getting worse grades. As for participation points, when was "+1 for participation" a joke and when was it real? How hard would we have to compete against each other for points? It created more stress and anger for fellow students than actual listening and participation. Due to these communication errors, a lot of the grading process has been a black box and has led to most of the feelings of frustration and being burnt out amongst the students.

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

- I don't know if this has to do with the condensed schedule, but the timing of lectures doesn't always align with when assignments are due, which can be stressful. There are a few times where my group has met with Bob to ask questions and been told that we'll be covering that topic in a few days. He's always willing to work with us regardless of when he plans on covering the subject, so it's never been too big of an issue, but it would be helpful if lectures were shifted up about a week (or if due dates were shifted back about a week) so that we have all the information we need with plenty of time.
- I think it might be helpful to have a more specific understanding of how our participation points will be graded. It is really helpful to meet with Professor Mackalski halfway through the semester to see where we stand. However, I still question whether or not I have done enough for an A in participation.
- Dr. Mackalski is a great presenter, and very personable instructor. I don't think I've ever laughed as much or been engaged in any other class as his. One of the ways he does this is by teasing or calling out students, always good-naturedly, and it is a good way to build the camaraderie of the class and build rapport with students. I just would like to caution him a little - once he called out one of my teammates for sitting back with their arms crossed and not participating during our team's meeting with him. While at any other time this probably would have been fine, we had just found out as a team before Dr. Mackalski got there that this teammate was leaving to go back home directly after the meeting because their grandparents were in critical health because of coronavirus and their sister had gotten into a car accident. I don't know what the correct balance is between rapport building and consideration of external circumstances, but just something to be aware of. Also, Anna was okay with being called out because of her excellent midterm grade, but the majority of students would not have been - if it were me in Anna's situation I honestly might have cried. Please don't violate FERPA and make students uncomfortable like that, especially in an atmosphere like Raikes that can get pretty competitive sometimes.

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

- I can't think of anything I don't really like.

Question		1	2	3	4
This course is:	n	10	5	0	0
	%	66.67%	33.33%	0.00%	0.00%

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	0	3	7	5	0
	%	0.00%	20.00%	46.67%	33.33%	0.00%

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	12	3	0	0	0
	%	80.00%	20.00%	0.00%	0.00%	0.00%

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

University of Nebraska, Lincoln  
Other University Programs Spring 2021 Course Evaluations

---

**Course:** RAIK-341H-001.1211: HONORS: MARKETING RAIK341H SEC 001 Spring 2021  
**Instructor:** Robert Mackalski \*  
**Response Rate:** 15/35 (42.86 %)

---

Question		4	3	2	1	0
My anticipated grade for this class is:	n	14	1	0	0	0
	%	93.33%	6.67%	0.00%	0.00%	0.00%

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