

2019

Brand Management (MRKT 438)

MRKT 438 : Brand Management - Lecture Section: 1 CRN: 2919

Term : Winter 2019

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;*
- b. to inform students about courses and instructors;*
- c. as a component of the teaching dossier; and*
- d. to help administrators and faculty committees in their decision-making processes.*

Written comments are treated as confidential and are not made available to the McGill community.

The course ratings reported here are only one indicator of teaching effectiveness and these results should be treated with caution since they represent reports on only one particular course.

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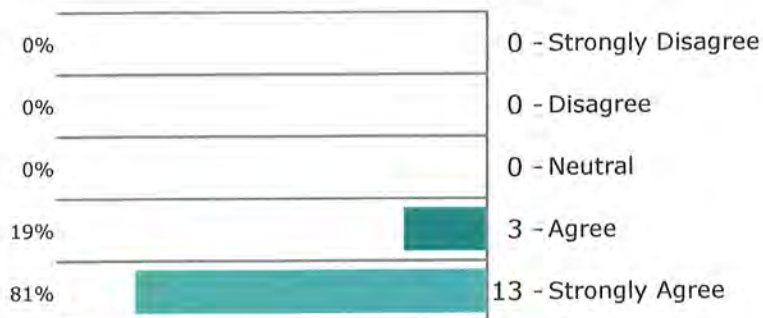
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English

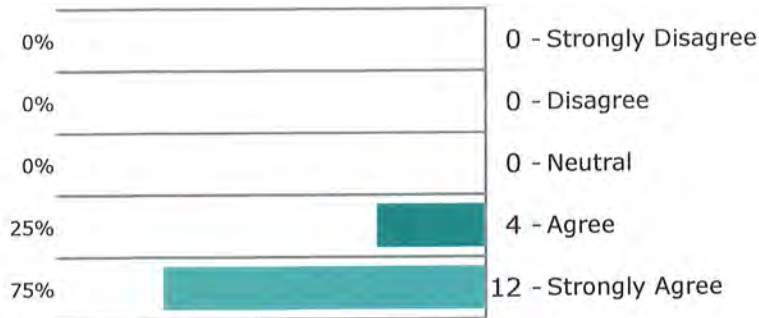
OVERALL RESULTS	
Total Number of Completed Evaluations	16
Total Number of Declined Evaluations	0
Total Enrollment in Course	45
Overall Response Rate	35.6%
Completed Response Rate	35.6%

The departmental means are calculated from the Faculty of Management (BCom-elective) questionnaire.

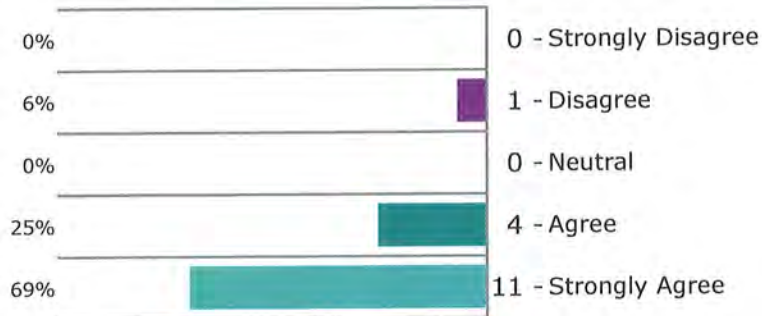
Question 1 - Overall, this is an excellent course.



Valid responses	16
Blank responses	0
Comments	3
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.3

Question 2 - Overall, I learned a great deal from this course.

Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	1.2
Std Dev From DCM	1.2

Question 3 - Overall, this instructor is an excellent teacher.**Instructor - Robert Mackalski**

Valid responses	16
Blank responses	0
Comments	5
Mean (Std Dev)	4.6 (0.8)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.1 (0.7)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.7)
Std Dev From DM	0.7
Std Dev From DCM	0.7

Question 4 - Overall, I learned a great deal from this instructor.**Instructor - Robert Mackalski**

Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.7)
Dept Course Mean [DCM]	

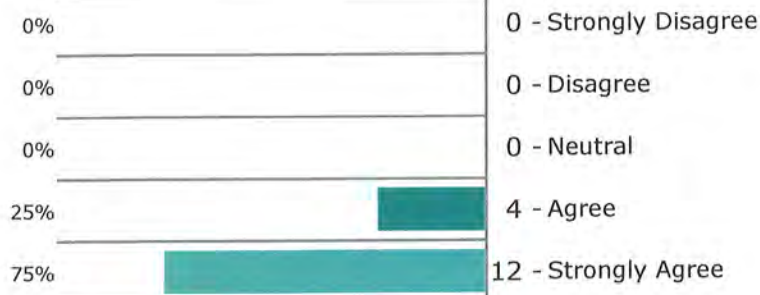
81%

13 - Strongly Agree

(Std Dev)	4.0 (0.7)
Std Dev From DM	1.1
Std Dev From DCM	1.1

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

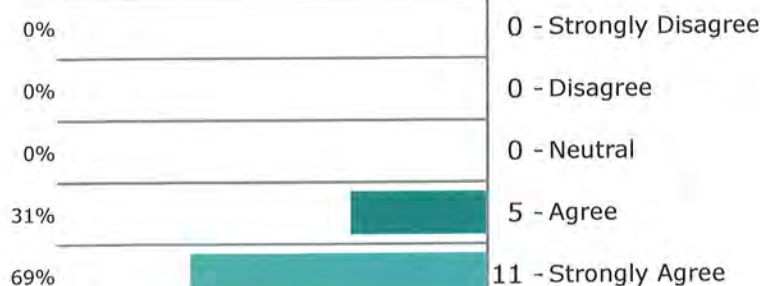
Instructor - Robert Mackalski



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.6)
Std Dev From DM	1.0
Std Dev From DCM	1.0

Question 6 - The instructor was organized and well prepared for each class.

Instructor - Robert Mackalski



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.7 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.6)
Std Dev From DM	0.7
Std Dev From DCM	0.7

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski



Valid responses	16
Blank responses	0
Comments	2
Mean (Std Dev)	4.6 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.5)

69%



11 - Strongly Agree

Dept Course Mean [DCM] (Std Dev)	4.3 (0.5)
Std Dev From DM	0.6
Std Dev From DCM	0.6

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Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor - Robert Mackalski

0%



0 - Strongly Disagree

0%



0 - Disagree

13%



2 - Neutral

13%



2 - Agree

75%



12 - Strongly Agree

Valid responses	16
Blank responses	0
Comments	2
Mean (Std Dev)	4.6 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.7)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.7)
Std Dev From DM	0.9
Std Dev From DCM	0.9

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Question 9 - The evaluation methods used in this course were fair and appropriate.

0%



0 - Strongly Disagree

0%



0 - Disagree

0%



0 - Neutral

56%



9 - Agree

44%

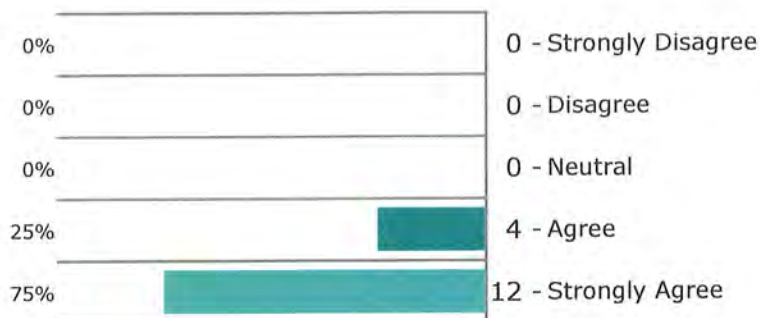


7 - Strongly Agree

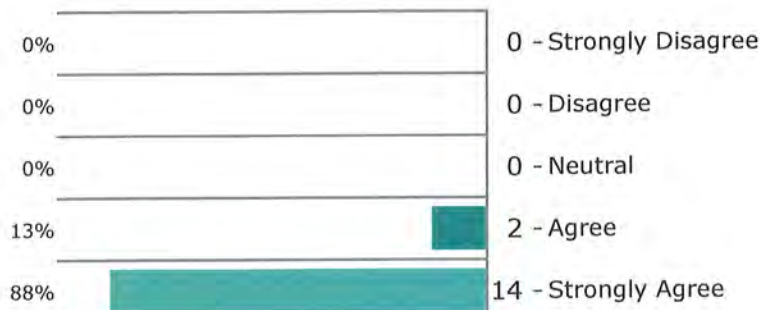
Valid responses	16
Blank responses	0
Comments	1
Mean (Std Dev)	4.4 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	0.8

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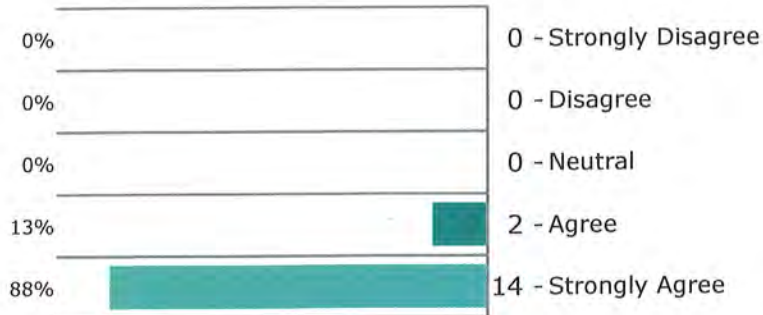
The exams, papers, projects, and assignments in this course measured my

Question 10 - knowledge and learning of this course.

Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.3

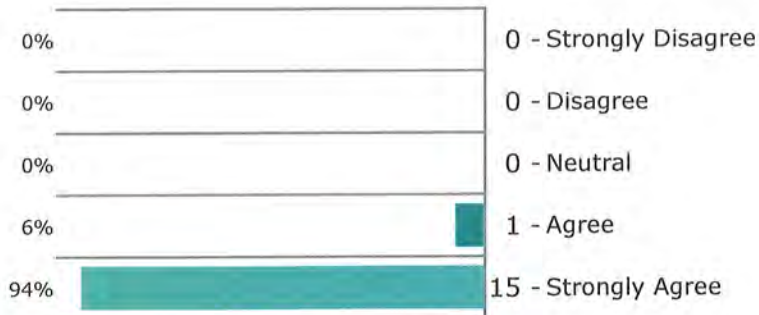
Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.

Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.3

Question 12 - Expectations for learning in this course were clearly communicated.

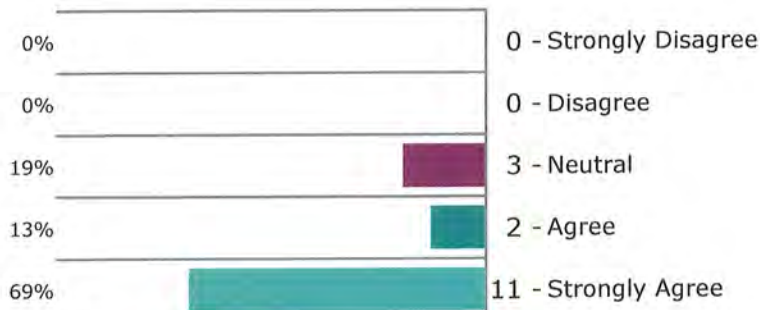
Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.5
Std Dev From DCM	1.5

Question 13 - There was close agreement between the stated course objectives and what was actually covered.



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.4
Std Dev From DCM	1.4

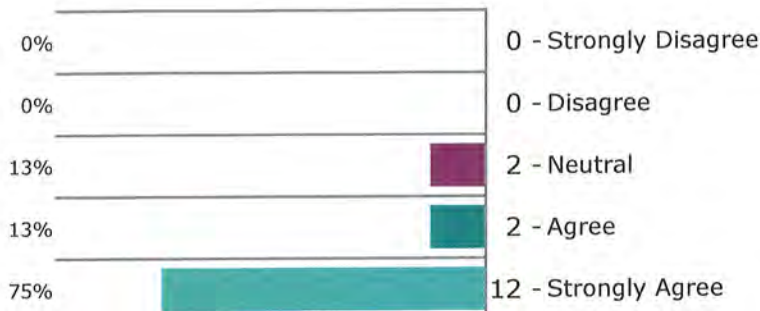
Question 14 - The requirements of the course (projects, papers, exams) were adequately explained.



Valid responses	16
Blank responses	0
Comments	3
Mean (Std Dev)	4.5 (0.8)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	1.0
Std Dev From DCM	1.0

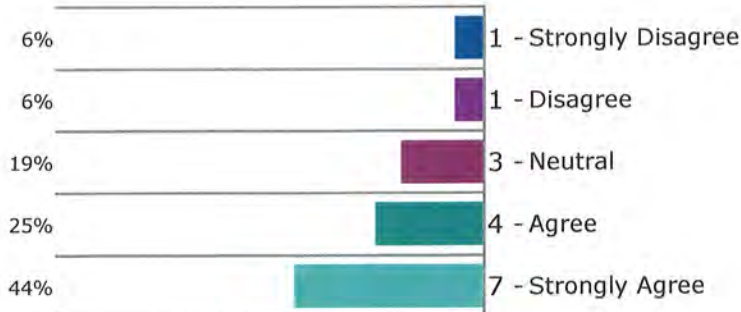
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Question 15 - The course materials (e.g., readings, lecture notes, in-class exercises) contributed to learning the subject matter.



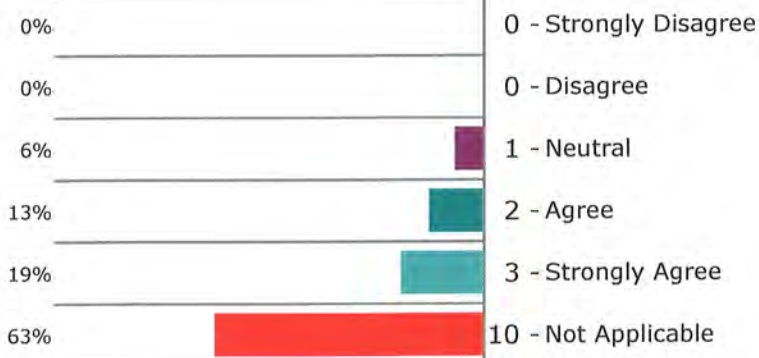
Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	0.8

Question 16 - The physical facilities provided for this course were appropriate (e.g. classroom/lab space, structure, furnishings etc).



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	3.9 (1.2)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.3 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.4)
Std Dev From DM	-1.0
Std Dev From DCM	-1.0

Question 17 - The Library's collection (online and print) was adequate for my work in this course.



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.3 (0.8)
Std Dev of the Mean	0.3
Dept Mean [DM] (Std Dev)	3.7 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.7 (0.6)
Std Dev From DM	1.0
Std Dev From DCM	1.0

Question 18 - Please add any additional comments that you feel are relevant.

Valid responses	3
Blank responses	13
Comments	3
Mean (Std Dev)	()
Std Dev of the Mean	

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2018

Brand Management (MRKT 438)

MRKT 438 : Brand Management - Lecture Section: 1 CRN: 6655

Term : Fall 2018

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;
- b. to inform students about courses and instructors;
- c. as a component of the teaching dossier; and
- d. to help administrators and faculty committees in their decision-making processes.

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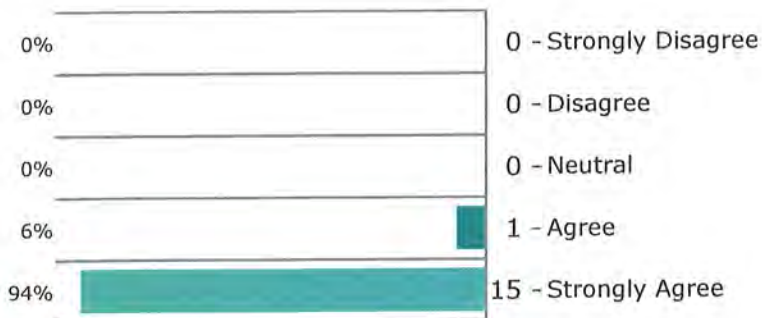
English



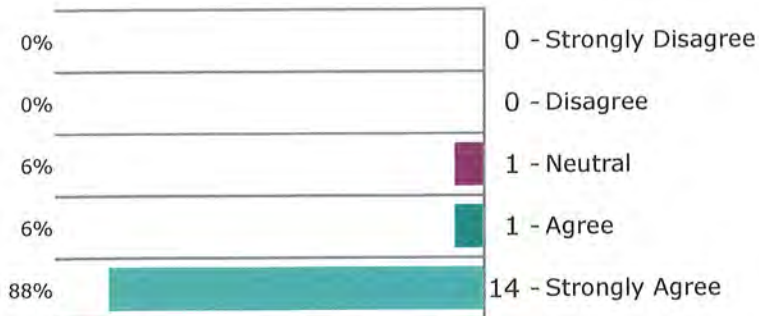
OVERALL RESULTS	
Total Number of Completed Evaluations	16
Total Number of Declined Evaluations	0
Total Enrollment in Course	34
Overall Response Rate	47.1%
Completed Response Rate	47.1%

The departmental means are calculated from the Faculty of Management (BCom-elective) questionnaire.

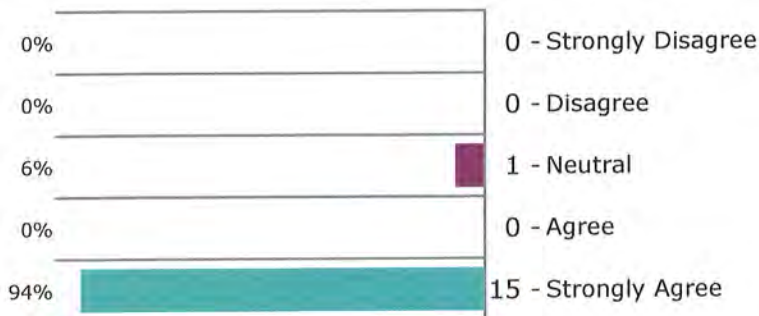
Question 1 - Overall, this is an excellent course.



Valid responses	16
Blank responses	0
Comments	5
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.5
Std Dev From DCM	1.5

[View Comments](#)**Question 2** - Overall, I learned a great deal from this course.

Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	1.0
Std Dev From DCM	1.2

Question 3 - Overall, this instructor is an excellent teacher.**Instructor - Robert Mackalski**

Valid responses	16
Blank responses	0
Comments	9
Mean (Std Dev)	4.9 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.7)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.7)
Std Dev From DM	1.0
Std Dev From DCM	1.1

[View Comments](#)**Question 4** - Overall, I learned a great deal from this instructor.**Instructor - Robert Mackalski**

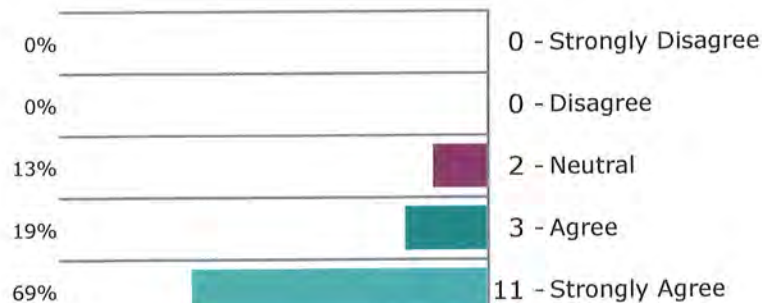
Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM]	

88%  14 - Strongly Agree

(Std Dev)	4.0 (0.6)
Std Dev From DM	1.2
Std Dev From DCM	1.3

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

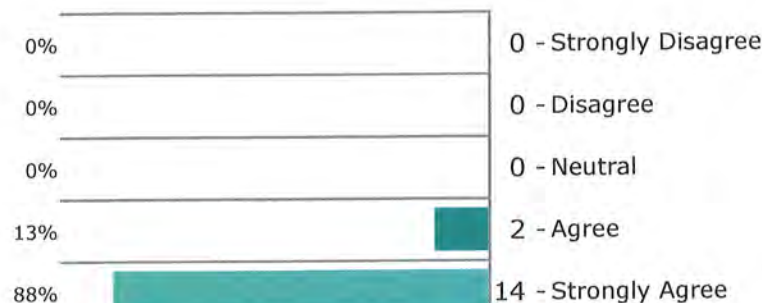
Instructor - Robert Mackalski



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	0.8
Std Dev From DCM	0.8

Question 6 - The instructor was organized and well prepared for each class.

Instructor - Robert Mackalski



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.4 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	1.0

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski



Valid responses	16
Blank responses	0
Comments	6
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.4)

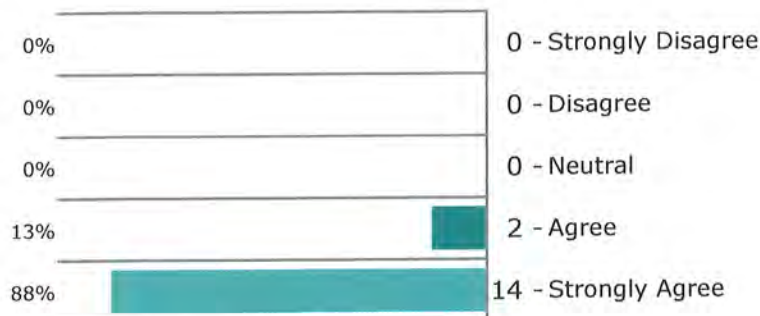


Dept Course Mean [DCM] (Std Dev)	4.3 (0.4)
Std Dev From DM	1.3
Std Dev From DCM	1.3

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Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

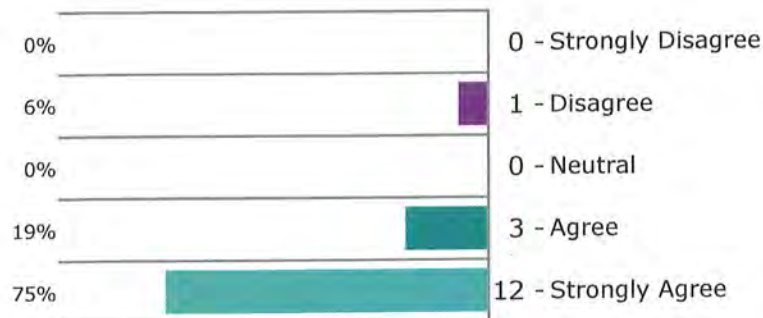
Instructor - Robert Mackalski



Valid responses	16
Blank responses	0
Comments	2
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.7)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.7)
Std Dev From DM	1.3
Std Dev From DCM	1.4

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Question 9 - The evaluation methods used in this course were fair and appropriate.

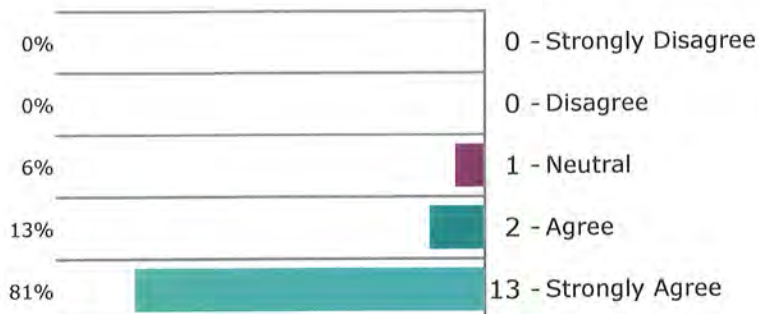


Valid responses	16
Blank responses	0
Comments	3
Mean (Std Dev)	4.6 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.8 (0.6)
Std Dev From DM	1.2
Std Dev From DCM	1.3

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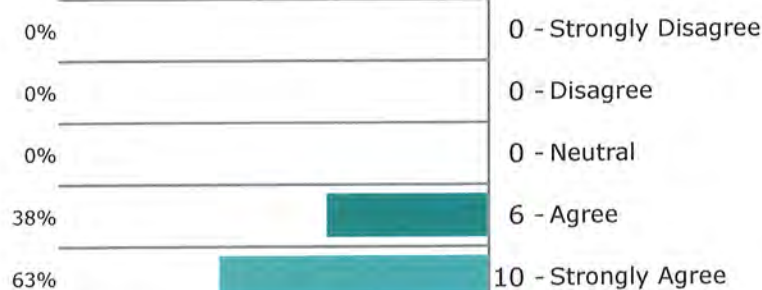
The exams, papers, projects, and assignments in this course measured my

Question 10 - knowledge and learning of this course.



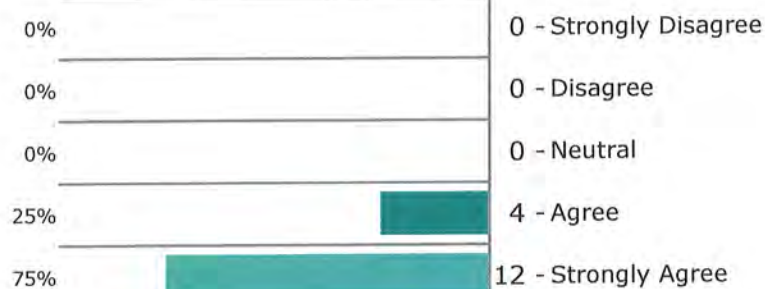
Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.5

Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.



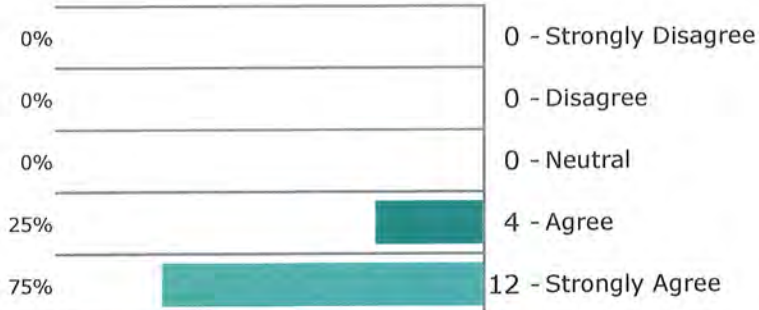
Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	0.7
Std Dev From DCM	0.8

Question 12 - Expectations for learning in this course were clearly communicated.

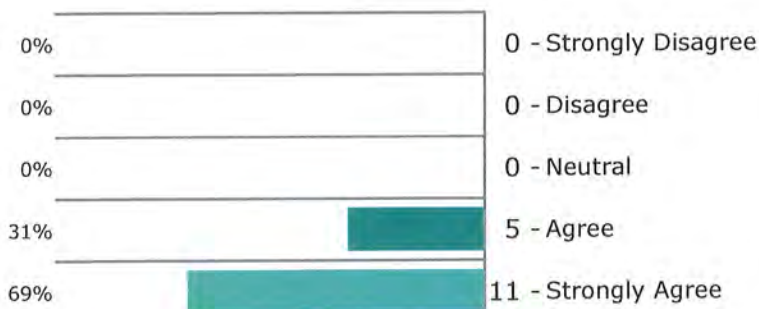


Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.2
Std Dev From DCM	1.3

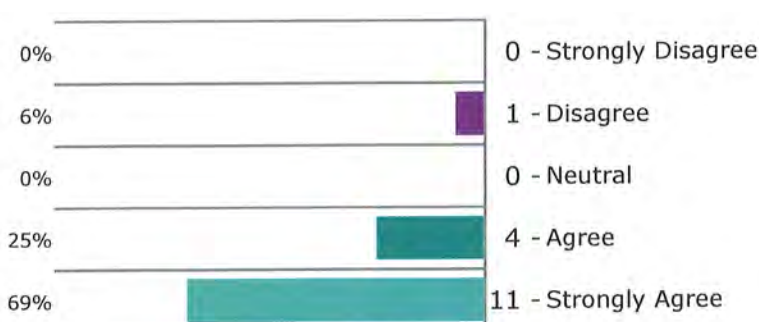
There was close agreement between the stated course objectives and what was

Question 13 - actually covered.

Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	1.0

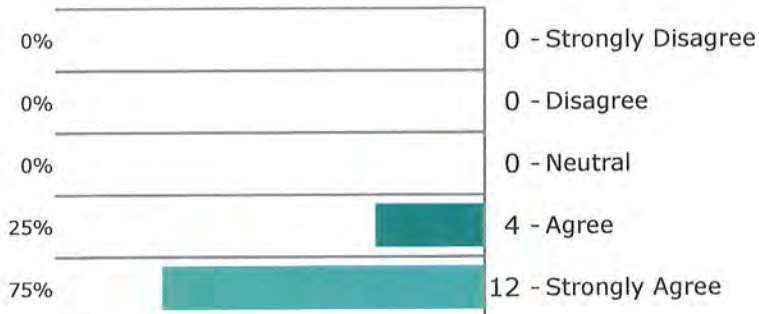
Question 14 - The requirements of the course (projects, papers, exams) were adequately explained.

Valid responses	16
Blank responses	0
Comments	2
Mean (Std Dev)	4.7 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.0
Std Dev From DCM	1.2

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Question 15 - The course materials (e.g., readings, lecture notes, in-class exercises) contributed to learning the subject matter.

Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	0.8

Question 16 - The physical facilities provided for this course were appropriate (e.g. classroom/lab space, structure, furnishings etc).



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.4 (0.3)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.3)
Std Dev From DM	1.3
Std Dev From DCM	1.7

Question 17 - The Library's collection (online and print) was adequate for my work in this course.



Valid responses	16
Blank responses	0
Comments	0
Mean (Std Dev)	4.1 (0.8)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	3.7 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.7 (0.5)
Std Dev From DM	0.8
Std Dev From DCM	0.8

Question 18 - Please add any additional comments that you feel are relevant.

Valid responses	8
Blank responses	8
Comments	8
Mean (Std Dev)	()
Std Dev of the Mean	

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MRKT 438 : Brand Management - Lecture Section: 1 CRN: 6655

Term : Fall 2018

Instructor(s) : Robert Mackalski

Comments for question 1 : Overall, this is an excellent course.

1. Submission #1562870: I think it is the only marketing course so far where we get to practice actual methods that will be useful in our future careers. It would be great to have more applied courses like that in the other marketing classes.
2. Submission #1566675: Very engaging and useful, not only for those who want to work in marketing, but for the general public too
3. Submission #1573179: Brand management has been one of my favorite courses taken at McGill.
4. Submission #1576375: Applied examples and very engaging. Always looked forward to attending this class despite it being at 8:30. I learnt a lot and was able to apply my learning to real life examples. #thereare3waystobuildabrand.
5. Submission #1577423: there are THREE ways to build a brand !!

11 blank comments were skipped.

Comments for question 3 : Overall, this instructor is an excellent teacher.

Instructor : Robert Mackalski

1. Submission #1555651: The best marketing prof and class ever! Bob is a treasure that McGill needs to be treated as such! Please encourage Bob to teach others marketing classes than Brand management.
2. Submission #1558400: Best instructor ever, enthusiastic and very good at conveying the content in an interesting and memorable way.
3. Submission #1562870: Prof Macksiski was amazing - always passionate, interactive and motivated!
4. Submission #1563283: He's so energetic and funny, I love it His dad jokes kinda suck, but that 's what makes it so funny :) I especially love how he always helps out and backs his students, and he also cares about us, which is really nice too he's one of those few professors that I wish I got to know him more
5. Submission #1566675: Extremely passionate and knowledgeable, knows how to make students engaged in the discussion, plenty of experience
6. Submission #1569880: He was very interactive in his way of teaching, which made it fun to

come to an 8:30AM class!

7. Submission #1573179: Professor Mackalski has been one of my favorite professors at McGill. He is very knowledgeable about brand management and is very passionate about teaching. I learned a lot from professor Mackalski, as he made class very enjoyable and engaging. In addition, he really cares about his students and gives great feedback on projects, assignments, and exams.
8. Submission #1576375: Bob always brought a high level of energy to the class room and was able to engage everyone - regardless of how reluctant they were to contribute. Personal stories and examples also made the course more relatable and memorable. Feedback was always thorough for all assessment allowing us to know weak spots and how to improve on these weak areas. We could also see Bob during office hours for more guidance on our projects.
9. Submission #1577853: like no other prof i ve had at mcgill

7 blank comments were skipped.

Comments for question 7 : The instructor was available for student consultation.

Instructor : Robert Mackalski

1. Submission #1555651: Available 24/7 by messages ! Priceless !
2. Submission #1558400: Available through office hours, text, calls. Very helpful.
3. Submission #1562870: He really helped a lot through our brand audit; he was available, supportive, helpful and his advice and opinions were always very welcomed and helpful
4. Submission #1566675: office hours were posted in mycourses
5. Submission #1569880: Always available to talk by phone or at his office hours at any time of day!
6. Submission #1576375: As aforementioned, Bob was always available to provide feedback and advice on our projects when necessary. He always encouraged students to check up if they had any questions, and his welcoming personality made it more likely for students to use these student consultations.

10 blank comments were skipped.

Comments for question 8 : The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor : Robert Mackalski

1. Submission #1566675: Bob is the best prof I've had so far :)
2. Submission #1576375: Bob always used very relevant examples for branding examples and always updated them to be more relevant to the class. Getting the class to participate in all activities also made the content more accessible and memorable.

14 blank comments were skipped.

Comments for question 9 : The evaluation methods used in this course were fair and appropriate.

1. Submission #1562870: I loved the practical side of the examinations of this course! Even the midterm required us to apply our knowledge.
2. Submission #1566675: the requirements were clear, as well as the evaluation methods. However, the midterm was evaluated by TAs, and their opinions were somewhat subjective.
3. Submission #1576375: Yes - a large amount of feedback was always provided and was specific. Being able to see Bob during consultation hours also meant that we could improve on our projects before submitting them.

13 blank comments were skipped.

Comments for question 14 : The requirements of the course (projects, papers, exams) were adequately explained.

1. Submission #1563283: and all the things we learned/he made us do challenged us to think critically and to apply it to the brands we see.
2. Submission #1566675: requirements were specified at the beginning of the semester

14 blank comments were skipped.

Comments for question 18 : Please add any additional comments that you feel are relevant.

1. Submission #1552520: Best class I've ever taken, and the prof definitely contributes a great deal to this. The material was interesting, current and explained in the most tangible and understandable way. You can see that he is truly passionate about the subject and this definitely reflects in how he teaches. I could go on about this class for hours. Prof Mackalski is truly incredible, he has changed my perception of teaching forever.
2. Submission #1558400: Overall very good in all aspect.
3. Submission #1562870: Thank you Bob for being such an amazing prof. I learnt a lot throughout the semester, and I really think it is the most useful marketing class I've taken so far. I wish there was more profs like you out there, it would make our journey at McGill way more fun and educational.
4. Submission #1563283: I really enjoyed the class, and from a business student who thinks that she chose the wrong department, this is a huge compliment. Thank you so much for putting so much effort into teaching, even though you're super busy with meetings and the Dobson cup and family; I really appreciate it. Sometimes I wonder whether I enjoy this class because of the content itself or because of the instructor...but I do know for sure that all instructors really impact how the courses are. Bottom line: Bob is an amazing teaching, this class was amazing, I really enjoyed it :)

5. Submission #1566675: Bob, thanks for being so passionate and open-minded, I've really enjoyed working with the best prof at McGill :)
6. Submission #1576375: As an exchange student, I was not sure what to expect. However, I can confidently say that this course was by far one of the best courses I have taken, and has sparked a strong interest in brand management. The course was always fun and engaging which is primarily down to the teacher - Bob.
7. Submission #1577423: great course, bob was an awesome professor
8. Submission #1577853: thank you

8 blank comments were skipped.

2017

Brand Management (MRKT 438)

MRKT 438 : Brand Management - Lecture Section: 1 CRN: 6655

Term : Fall 2017

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;
- b. to inform students about courses and instructors;
- c. as a component of the teaching dossier; and
- d. to help administrators and faculty committees in their decision-making processes.

Written comments are treated as confidential and are not made available to the McGill community.

The course ratings reported here are only one indicator of teaching effectiveness and these results should be treated with caution since they represent reports on only one particular course.

[Show/Hide Instructor Comments](#)

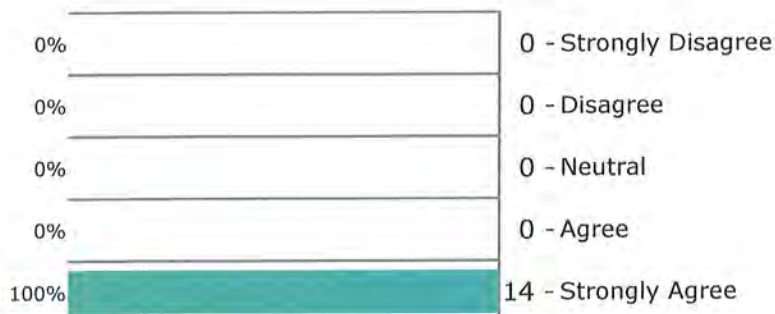
[Show/Hide Definitions](#)

English

OVERALL RESULTS	
Total Number of Completed Evaluations	14
Total Number of Declined Evaluations	0
Total Enrollment in Course	50
Overall Response Rate	28.0%
Completed Response Rate	28.0%

The departmental means are calculated from the Faculty of Management (BCom-elective) questionnaire.

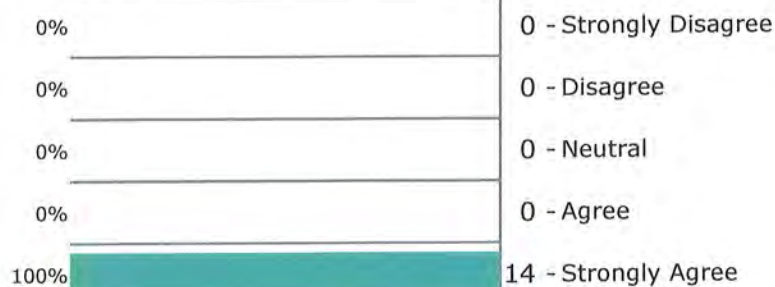
Question 1 - Overall, this is an excellent course.



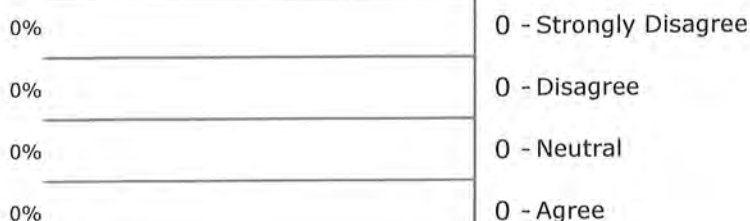
Valid responses	14
Blank responses	0
Comments	3
Mean (Std Dev)	5.0 (0.0)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.6)
Std Dev From DM	1.7
Std Dev From DCM	1.8

Question 2 - Overall, I learned a great deal from this course.

Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	5.0 (0.0)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	1.8
Std Dev From DCM	2.0

Question 3 - Overall, this instructor is an excellent teacher.**Instructor - Robert Mackalski**

Valid responses	14
Blank responses	0
Comments	5
Mean (Std Dev)	5.0 (0.0)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.0 (0.7)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.7)
Std Dev From DM	1.4
Std Dev From DCM	1.4

Question 4 - Overall, I learned a great deal from this instructor.**Instructor - Robert Mackalski**

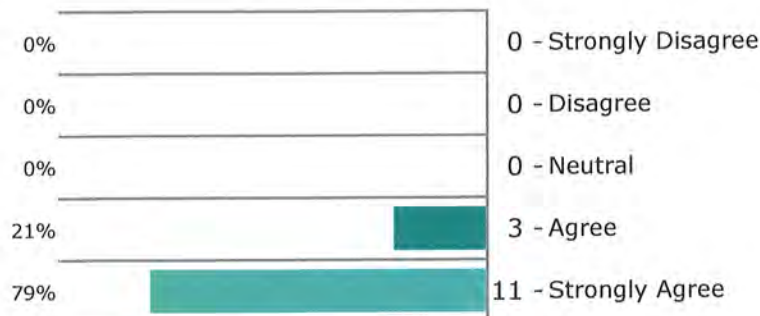
Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	5.0 (0.0)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.0 (0.7)
Dept Course Mean [DCM]	

100% 14 - Strongly Agree

(Std Dev)	4.0 (0.7)
Std Dev From DM	1.4
Std Dev From DCM	1.4

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

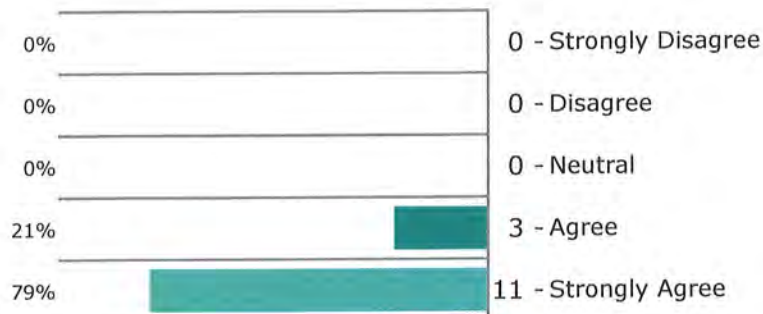
Instructor - Robert Mackalski



Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	1.0
Std Dev From DCM	1.2

Question 6 - The instructor was organized and well prepared for each class.

Instructor - Robert Mackalski



Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.7)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.7)
Std Dev From DM	0.7
Std Dev From DCM	0.9

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski



Valid responses	14
Blank responses	0
Comments	5
Mean (Std Dev)	4.4 (0.9)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.2 (0.5)

64%



9 - Strongly Agree

Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	0.4
Std Dev From DCM	0.4

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Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor - Robert Mackalski

0%



0 - Strongly Disagree

0%



0 - Disagree

0%



0 - Neutral

14%



2 - Agree

86%



12 - Strongly Agree

Valid responses	14
Blank responses	0
Comments	2
Mean (Std Dev)	4.9 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.7)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.7)
Std Dev From DM	1.4
Std Dev From DCM	1.4

[View Comments](#)

Question 9 - The evaluation methods used in this course were fair and appropriate.

0%



0 - Strongly Disagree

0%



0 - Disagree

14%



2 - Neutral

36%



5 - Agree

50%



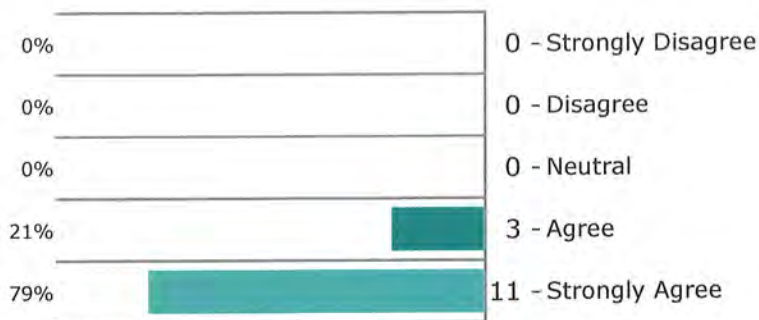
7 - Strongly Agree

Valid responses	14
Blank responses	0
Comments	3
Mean (Std Dev)	4.4 (0.7)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	3.9 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.8 (0.5)
Std Dev From DM	1.0
Std Dev From DCM	1.2

[View Comments](#)

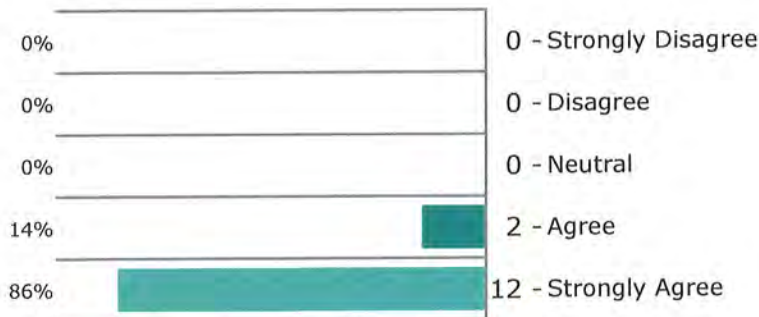
The exams, papers, projects, and assignments in this course measured my

Question 10 - knowledge and learning of this course.



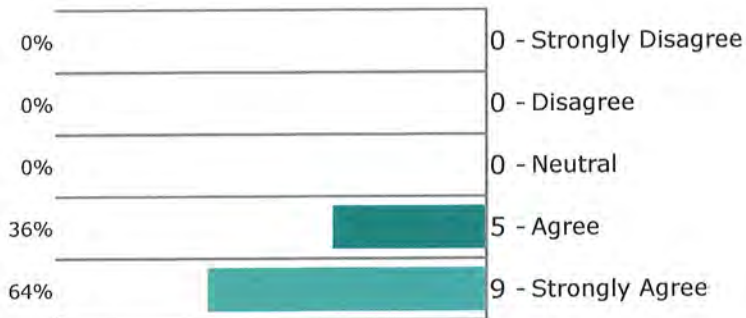
Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.5)
Std Dev From DM	1.6
Std Dev From DCM	1.8

Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.



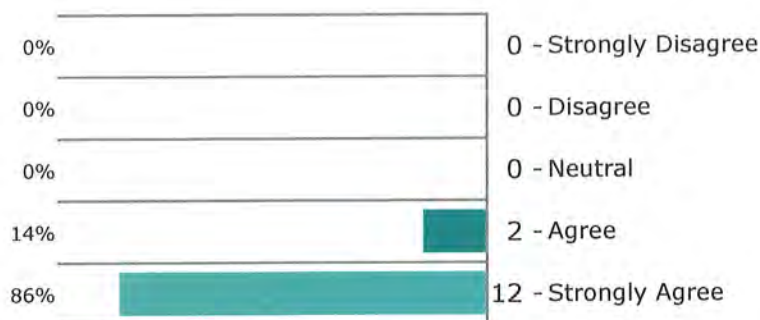
Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.3

Question 12 - Expectations for learning in this course were clearly communicated.



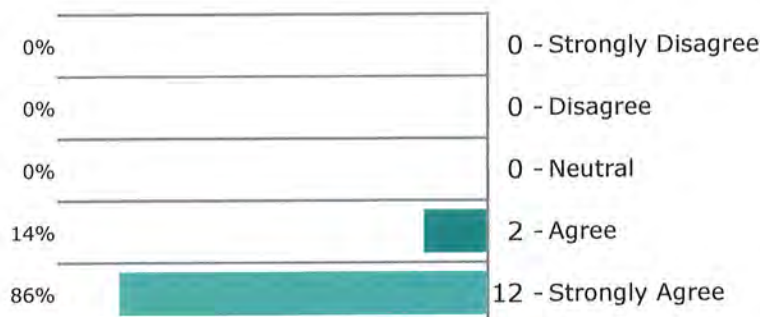
Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	1.0

Question 13 - There was close agreement between the stated course objectives and what was actually covered.



Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.4
Std Dev From DCM	1.4

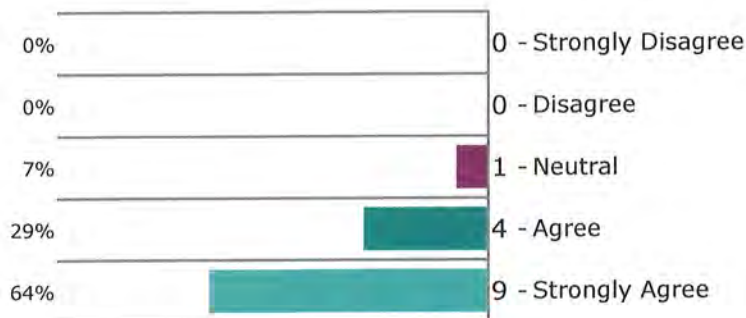
Question 14 - The requirements of the course (projects, papers, exams) were adequately explained.



Valid responses	14
Blank responses	0
Comments	1
Mean (Std Dev)	4.9 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.5

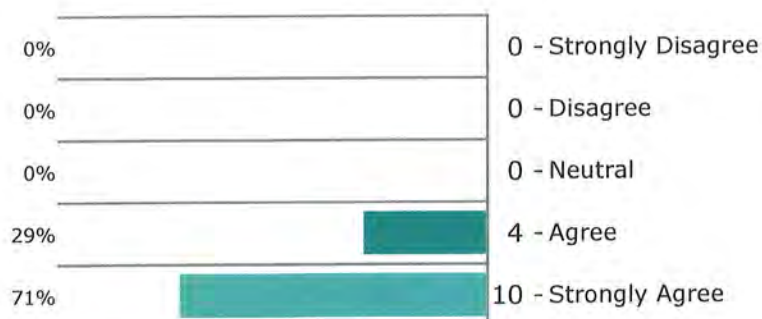
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Question 15 - The course materials (e.g., readings, lecture notes, in-class exercises) contributed to learning the subject matter.



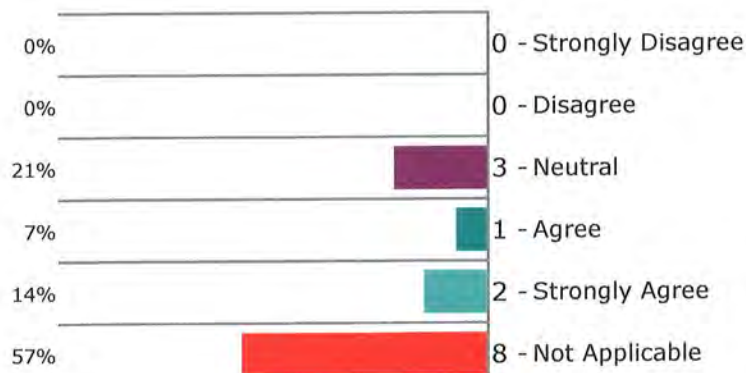
Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	1.0

Question 16 - The physical facilities provided for this course were appropriate (e.g. classroom/lab space, structure, furnishings etc).



Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	4.7 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.4)
Std Dev From DM	1.0
Std Dev From DCM	1.3

Question 17 - The Library's collection (online and print) was adequate for my work in this course.



Valid responses	14
Blank responses	0
Comments	0
Mean (Std Dev)	3.8 (1.0)
Std Dev of the Mean	0.4
Dept Mean [DM] (Std Dev)	3.7 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.7 (0.5)
Std Dev From DM	0.2
Std Dev From DCM	0.2

Question 18 - Please add any additional comments that you feel are relevant.

Valid responses	5
Blank responses	9
Comments	5
Mean (Std Dev)	()
Std Dev of the Mean	

[View Comments](#)

MRKT 438 : Brand Management - Lecture Section: 1 CRN: 6655

Term : Fall 2017

Instructor(s) : Robert Mackalski

Comments for question 1 : Overall, this is an excellent course.

1. Submission #1409730: Love love love it!!
2. Submission #1415346: Very unique course that really hits home on a few points and makes you work for your grade. Great introduction to the marketing concentration for myself and has encouraged me to pursue the discipline further. Bob is a great teacher with a lot of character that makes each class a unique experience.
3. Submission #1438180: very interesting class and learned more than any other marketing class. I feel like the goal is reached: we are mostly all ready to think and act like an effective brand manager

11 blank comments were skipped.

Comments for question 3 : Overall, this instructor is an excellent teacher.

Instructor : Robert Mackalski

1. Submission #1404181: Bob rocks!!!
2. Submission #1409730: I have never had a prof who engages the class as well as Bob does. I look forward to going to his class :)
3. Submission #1412798: Best teacher ever had!
4. Submission #1415346: This professor was incredible. He is the real deal and exactly what I'd imagine a fantastic marketing professor to be. He is also always willing to assist students and provide advice.
5. Submission #1438180: establishes trust with his students, is fun, knowledgeable, dynamic and made me want to go to class. Congratulations

9 blank comments were skipped.

Comments for question 7 : The instructor was available for student consultation.

Instructor : Robert Mackalski

1. Submission #1403946: The two times I tried to go to his office hours (which are supposed

to be right after class), he had appointments.

2. Submission #1404181: He has the best office in all of Bronfman, so why not spend time in it asking him questions.
3. Submission #1409730: Bob even called me on my phone to discuss a query I had
4. Submission #1415346: Always willing to help out !
5. Submission #1438180: available but if possible extend office hours especially during project

9 blank comments were skipped.

Comments for question 8 : The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor : Robert Mackalski

1. Submission #1404181: Uses in class discussion and activities to make us understand the course material more thoroughly.
2. Submission #1415346: Interesting projects and engaging lectures; met all my expectations.

12 blank comments were skipped.

Comments for question 9 : The evaluation methods used in this course were fair and appropriate.

1. Submission #1414548: I feel as though the participation of 20% is too high and is difficult to achieve for some introverted individuals
2. Submission #1415346: Project required a lot of work to succeed, but I was surprisingly okay with that for it gave me an in depth understanding of the material. His feedback was always insightful and properly supported the grade he gave.
3. Submission #1438180: very interesting project, very biased evaluation of the presentations though

11 blank comments were skipped.

Comments for question 14 : The requirements of the course (projects, papers, exams) were adequately explained.

1. Submission #1438180: very clear, thank you for having classes just for explaining what you want from us

13 blank comments were skipped.

Comments for question 18 : Please add any additional comments that you feel are relevant.

1. Submission #1402999: No critiques. Fantastic prof and class.
 2. Submission #1403946: A really fun course which opened up my eyes on the brands surrounding us on the daily. I have absolutely no regrets to have taken this class as an elective. Thank you Bob!!
 3. Submission #1414548: Great teacher, super helpful and learnt so much from him . Very interesting class
 4. Submission #1415346: Great work on this class Bob, you really taught me how to build a brand! Would recommend this course to entrepreneurs and anyone looking to properly brand their future businesses!
 5. Submission #1422687: Bob is one of the best professors I have had in McGill!
- 9 blank comments were skipped.
-

2016

Advertising Management (MRKT 438)
Renamed: Integrated Marketing Communications

MRKT 453 : Advertising Management - Lecture Section: 1 CRN: 899

Term : Winter 2016

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;
- b. to inform students about courses and instructors;
- c. as a component of the teaching dossier; and
- d. to help administrators and faculty committees in their decision-making processes.

Written comments are treated as confidential and are not made available to the McGill community.

The course ratings reported here are only one indicator of teaching effectiveness and these results should be treated with caution since they represent reports on only one particular course.

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[Show/Hide Definitions](#)

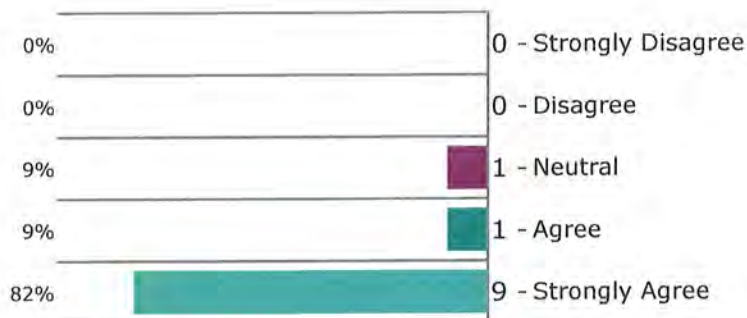
English



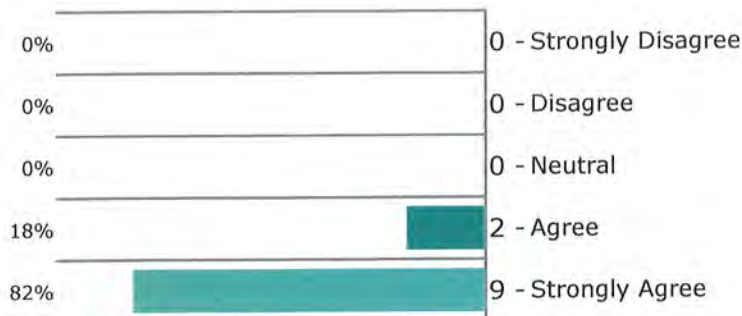
OVERALL RESULTS	
Total Number of Completed Evaluations	11
Total Number of Declined Evaluations	0
Total Enrollment in Course	25
Overall Response Rate	44.0%
Completed Response Rate	44.0%

The departmental means are calculated from the Faculty of Management (BCom-elective) questionnaire.

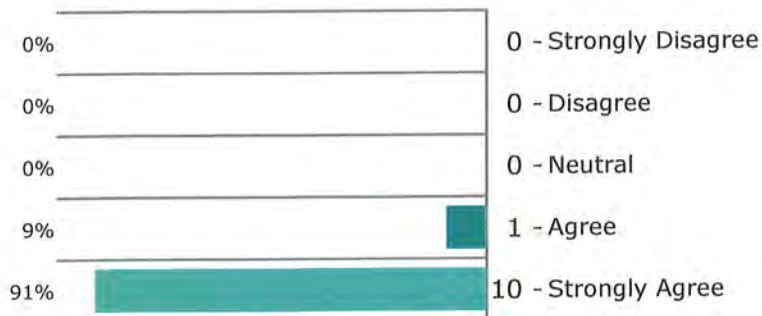
Question 1 - Overall, this is an excellent course.



Valid responses	11
Blank responses	0
Comments	1
Mean (Std Dev)	4.7 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

Question 2 - Overall, I learned a great deal from this course.

Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.4)
Std Dev From DM	1.5
Std Dev From DCM	1.5

Question 3 - Overall, this instructor is an excellent teacher.**Instructor - Robert Mackalski**

Valid responses	11
Blank responses	0
Comments	3
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.4
Std Dev From DCM	1.4

Question 4 - Overall, I learned a great deal from this instructor.**Instructor - Robert Mackalski**

Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM]	

91%



10 - Strongly Agree

(Std Dev)	4.2 (0.5)
Std Dev From DM	1.4
Std Dev From DCM	1.4

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

Instructor - Robert Mackalski

0%



0 - Strongly Disagree

0%



0 - Disagree

0%



0 - Neutral

9%



1 - Agree

91%



10 - Strongly Agree

Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.4)
Std Dev From DM	1.5
Std Dev From DCM	1.5

Question 6 - The instructor was organized and well prepared for each class.

Instructor - Robert Mackalski

0%



0 - Strongly Disagree

9%



1 - Disagree

0%



0 - Neutral

9%



1 - Agree

82%



9 - Strongly Agree

Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.9)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.4 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.4 (0.4)
Std Dev From DM	0.5
Std Dev From DCM	0.5

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski

0%



0 - Strongly Disagree

0%



0 - Disagree

0%



0 - Neutral

0%



0 - Agree

Valid responses	11
Blank responses	0
Comments	4
Mean (Std Dev)	5.0 (0.0)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.3 (0.4)

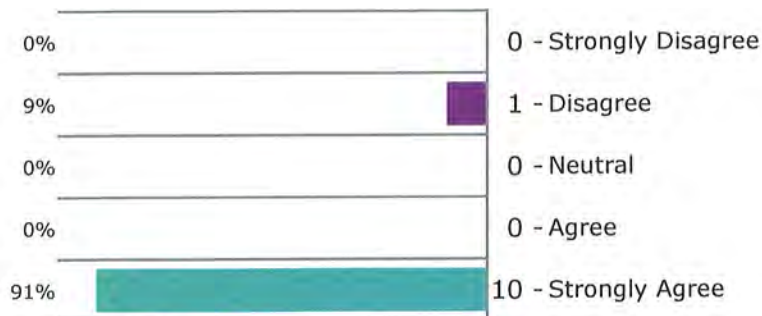
100% 11 - Strongly Agree

[View Comments](#)

Dept Course Mean [DCM] (Std Dev)	4.4 (0.4)
Std Dev From DM	1.8
Std Dev From DCM	1.5

Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

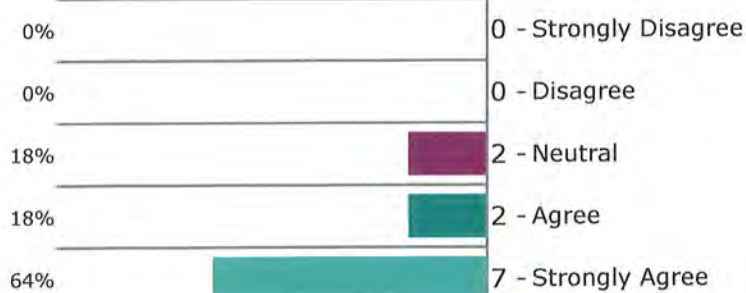
Instructor - Robert Mackalski



[View Comments](#)

Valid responses	11
Blank responses	0
Comments	1
Mean (Std Dev)	4.7 (0.9)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

Question 9 - The evaluation methods used in this course were fair and appropriate.

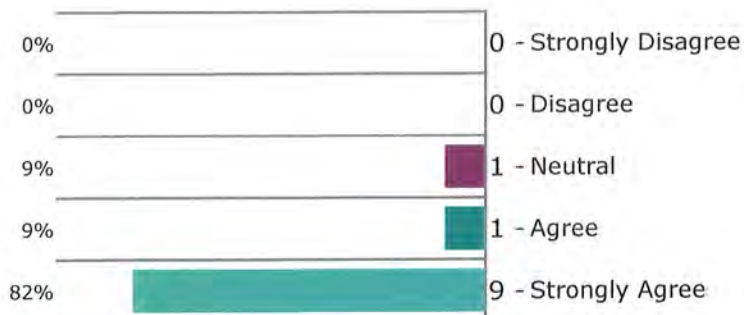


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Valid responses	11
Blank responses	0
Comments	1
Mean (Std Dev)	4.5 (0.8)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.0 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.4)
Std Dev From DM	1.3
Std Dev From DCM	1.3

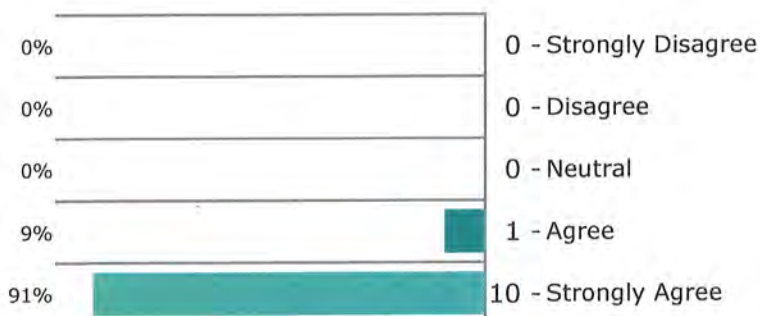
Question 10 - The exams, papers, projects, and assignments in this course measured my

knowledge and learning of this course.



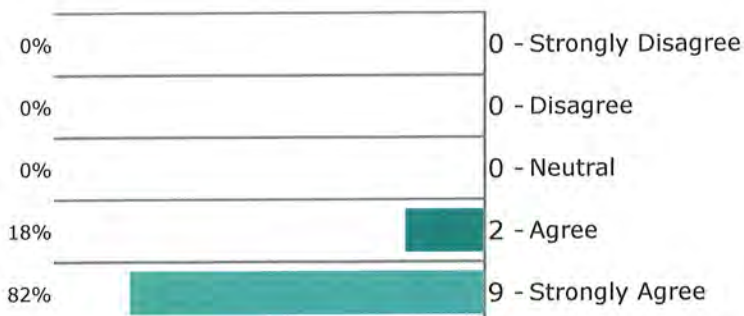
Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.7 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.4)
Std Dev From DM	1.5
Std Dev From DCM	1.5

Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.



Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.4
Std Dev From DCM	1.4

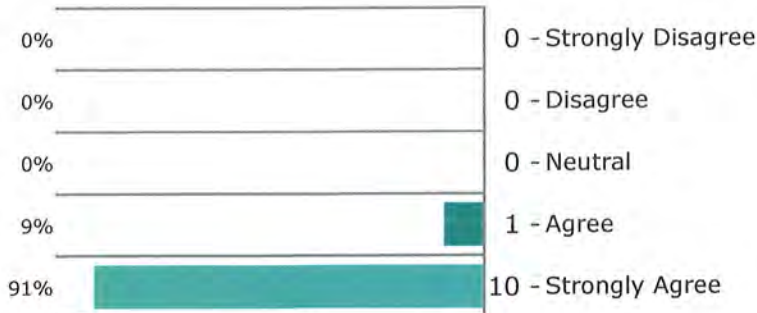
Question 12 - Expectations for learning in this course were clearly communicated.



Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.4)
Std Dev From DM	1.5
Std Dev From DCM	1.5

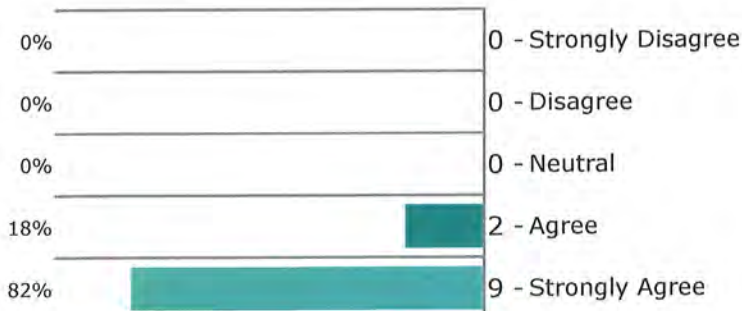
Question 13 - There was close agreement between the stated course objectives and what was

actually covered.



Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.3)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.3)
Std Dev From DM	2.0
Std Dev From DCM	2.0

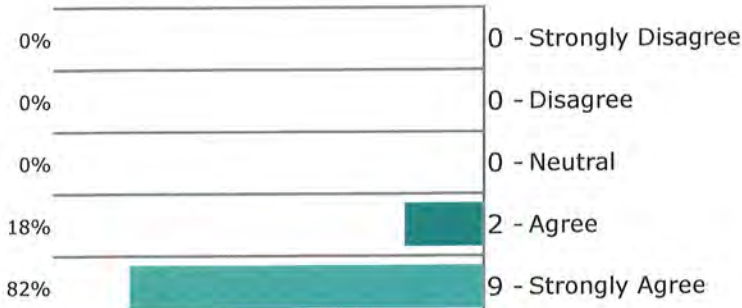
Question 14 - The requirements of the course (projects, papers, exams) were adequately explained.



Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.4
Std Dev From DCM	1.2

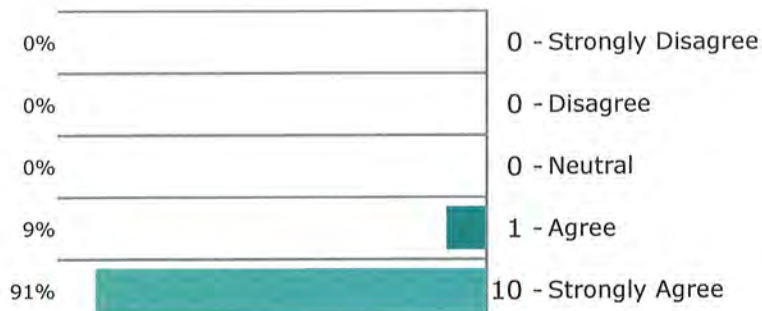
No comments found.

Question 15 - The course materials (e.g., readings, lecture notes, in-class exercises) contributed to learning the subject matter.



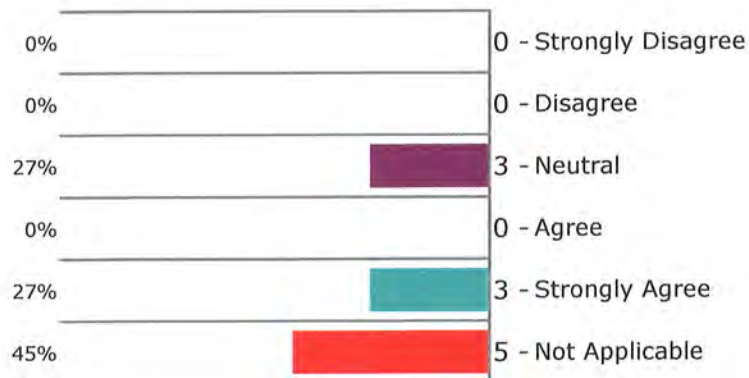
Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.4)
Std Dev From DM	1.5
Std Dev From DCM	1.5

Question 16 - The physical facilities provided for this course were appropriate (e.g. classroom/lab space, structure, furnishings etc).



Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.4 (0.3)
Dept Course Mean [DCM] (Std Dev)	4.4 (0.3)
Std Dev From DM	1.7
Std Dev From DCM	1.7

Question 17 - The Library's collection (online and print) was adequate for my work in this course.



Valid responses	11
Blank responses	0
Comments	0
Mean (Std Dev)	4.0 (1.1)
Std Dev of the Mean	0.4
Dept Mean [DM] (Std Dev)	3.6 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.6 (0.5)
Std Dev From DM	0.8
Std Dev From DCM	0.8

Question 18 - Please add any additional comments that you feel are relevant.

Valid responses	2
Blank responses	9
Comments	2
Mean (Std Dev)	()
Std Dev of the Mean	

[View Comments](#)

MRKT 453 : Advertising Management - Lecture Section: 1 CRN: 899

Term : Winter 2016

Instructor(s) : Robert Mackalski

Comments for question 1 : Overall, this is an excellent course.

1. Submission #1285675: One of the most real-life scenario classes you will ever take. A phenomenal way for students to learn material that can be applied in the real world.

10 blank comments were skipped.

Comments for question 3 : Overall, this instructor is an excellent teacher.

Instructor : Robert Mackalski

1. Submission #1284715: Best teacher of my undergrad degree, learned so so much, his classes made me wish I did my undergrad in Management! His teaching style forced students to learn, by having us try and figure out a problem before we were taught the theory/material I found i was instantly engaged. the only teacher at mcgill i would wake up at 7 am twice a week because i wouldnt want to miss his class!
2. Submission #1285675: Professor Mackalski is a remarkable professor who engages his students to an unprecedented degree. Not only does he ensure lectures are constantly engaging, he is extremely supportive of his students and always ensures they take as much as possible out of the course.
3. Submission #1286058: I've taken two classes with Bob and he's the best prof I've ever had at McGill.

8 blank comments were skipped.

Comments for question 7 : The instructor was available for student consultation.

Instructor : Robert Mackalski

1. Submission #1281619: Always available for questions. The first prof I've met who gave out his phone number so the entire class could text him whenever. The feedbacks he gives after presentations are extremely helpful.
2. Submission #1284715: ALWAYS! had an open door policy and was always extremely helpful when asked questions

3. Submission #1285675: Always available in his office, whenever needed.
4. Submission #1286215: Prof Mackalski is great about giving feed back in office hours, and encourages it.

7 blank comments were skipped.

Comments for question 8 : The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor : Robert Mackalski

1. Submission #1281619: Everything is amazing. But the class was totally exploited by Redmen Hockey for free brain labour. The fact that Redmen will take every idea they liked while most people will never receive credit for doing their job for free will bug me till the end of time.

10 blank comments were skipped.

Comments for question 9 : The evaluation methods used in this course were fair and appropriate.

1. Submission #1284715: he is a hard marker but it only makes you want to work harder. when you get an 80 in his class its a better feeling than getting 90s in others! you feel like you deserve every mark you get, and he always asks you "what did you think you did best, and what do you think you could have done better"

10 blank comments were skipped.

Comments for question 14 : The requirements of the course (projects, papers, exams) were adequately explained.

No comments found

Comments for question 18 : Please add any additional comments that you feel are relevant.

1. Submission #1269914: Bob delivers again. He is the only professor in the entire faculty who can fully energize a class at 8:30 in the morning. Advertising Management was a true pleasure this semester, a class that I consistently found myself looking forward to attending.
2. Submission #1286176: I loved this course. However, I didn't enjoy the project that much. I feel it would be much more intersting and relevant for all the students if we were able to choose a topic for the project by our own.

2016

Brand Management (MRKT 438)

MRKT 438 : Brand Management - Lecture Section: 2 CRN: 8643

Term : Fall 2016

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;
- b. to inform students about courses and instructors;
- c. as a component of the teaching dossier; and
- d. to help administrators and faculty committees in their decision-making processes.

Written comments are treated as confidential and are not made available to the McGill community.

The course ratings reported here are only one indicator of teaching effectiveness and these results should be treated with caution since they represent reports on only one particular course.

[Show/Hide Instructor Comments](#)

[Show/Hide Definitions](#)

English

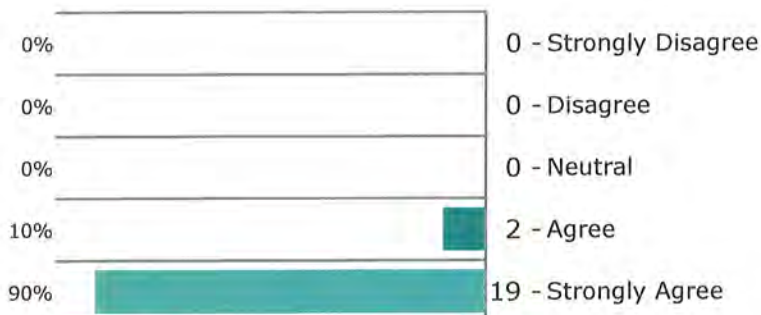


OVERALL RESULTS

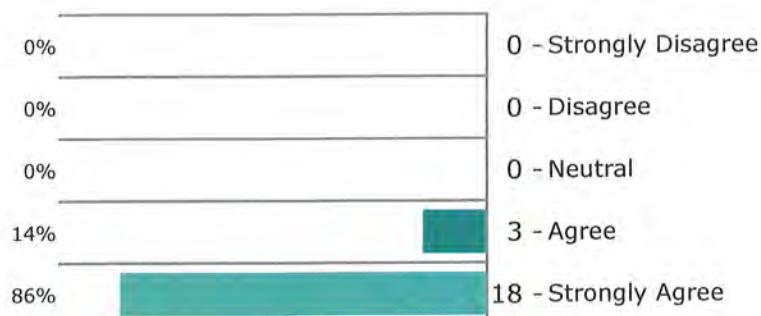
Total Number of Completed Evaluations	21
Total Number of Declined Evaluations	0
Total Enrollment in Course	50
Overall Response Rate	42.0%
Completed Response Rate	42.0%

The departmental means are calculated from the Faculty of Management (BCom-elective) questionnaire.

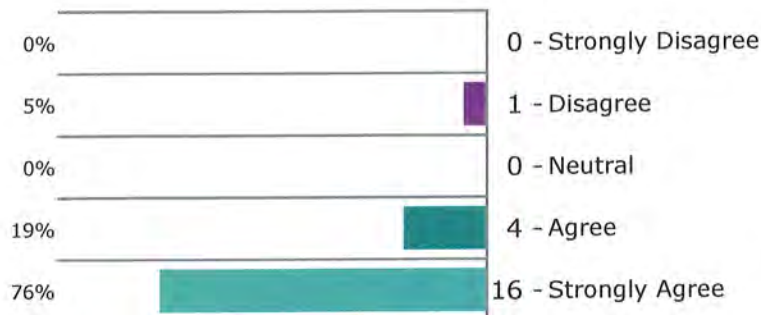
Question 1 - Overall, this is an excellent course.



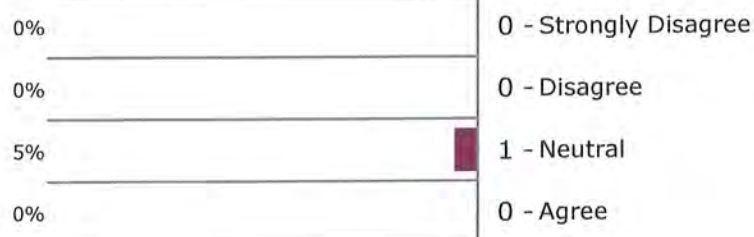
Valid responses	21
Blank responses	0
Comments	5
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	1.6
Std Dev From DCM	1.8

Question 2 - Overall, I learned a great deal from this course.

Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	1.4
Std Dev From DCM	1.6

Question 3 - Overall, this instructor is an excellent teacher.**Instructor - Robert Mackalski**

Valid responses	21
Blank responses	0
Comments	4
Mean (Std Dev)	4.7 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

Question 4 - Overall, I learned a great deal from this instructor.**Instructor - Robert Mackalski**

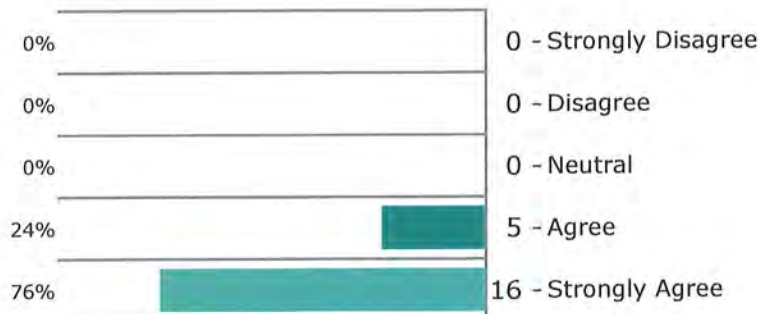
Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM]	

95%  20 - Strongly Agree

(Std Dev)	4.1 (0.5)
Std Dev From DM	1.6
Std Dev From DCM	1.6

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

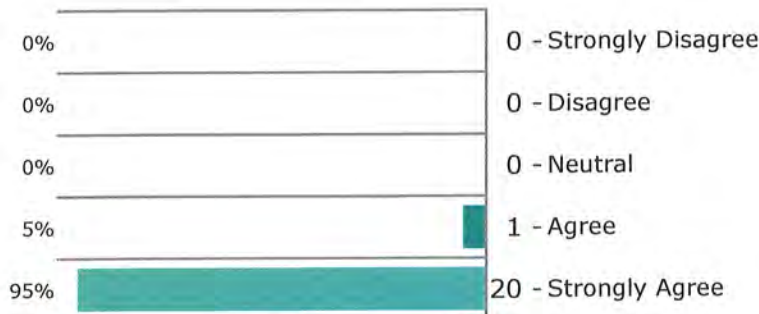
Instructor - Robert Mackalski



Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

Question 6 - The instructor was organized and well prepared for each class.

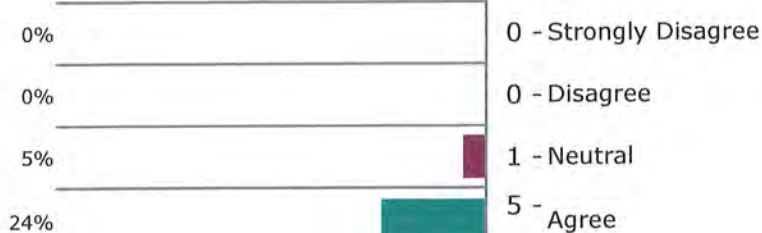
Instructor - Robert Mackalski



Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	5.0 (0.2)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.4 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.4)
Std Dev From DM	1.5
Std Dev From DCM	1.8

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski



Valid responses	21
Blank responses	0
Comments	3
Mean (Std Dev)	4.7 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.4)

71%



15 - Strongly Agree

Dept Course Mean [DCM] (Std Dev)	4.3 (0.4)
Std Dev From DM	1.0
Std Dev From DCM	1.0

[View Comments](#)

Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor - Robert Mackalski

0%



0 - Strongly Disagree

5%



1 - Disagree

5%



1 - Neutral

14%



3 - Agree

76%



16 - Strongly Agree

Valid responses	21
Blank responses	0
Comments	4
Mean (Std Dev)	4.6 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

[View Comments](#)

Question 9 - The evaluation methods used in this course were fair and appropriate.

0%



0 - Strongly Disagree

10%



2 - Disagree

5%



1 - Neutral

33%



7 - Agree

52%



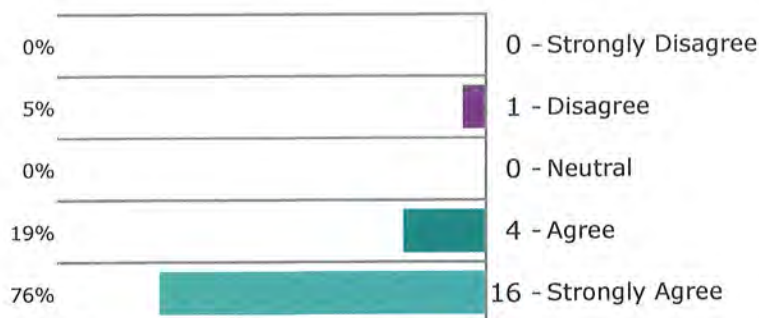
11 - Strongly Agree

Valid responses	21
Blank responses	0
Comments	3
Mean (Std Dev)	4.3 (1.0)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	0.6
Std Dev From DCM	0.6

[View Comments](#)

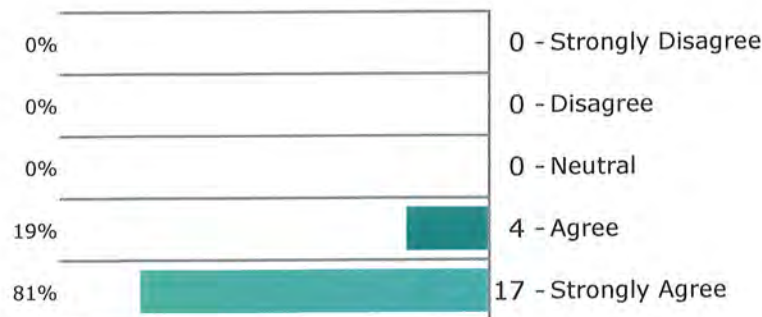
The exams, papers, projects, and assignments in this course measured my

Question 10 - knowledge and learning of this course.



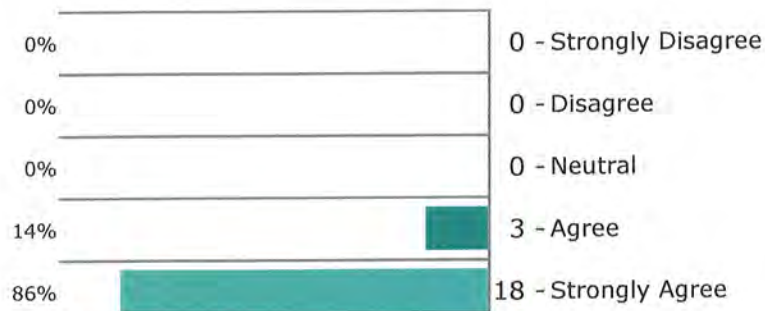
Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	4.7 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.4)
Std Dev From DM	1.8
Std Dev From DCM	1.8

Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.



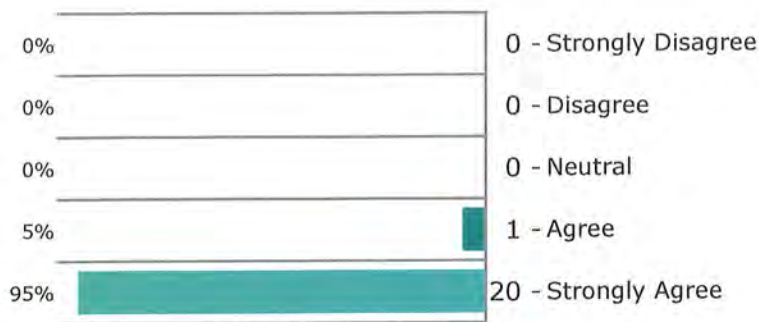
Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	1.0
Std Dev From DCM	1.4

Question 12 - Expectations for learning in this course were clearly communicated.



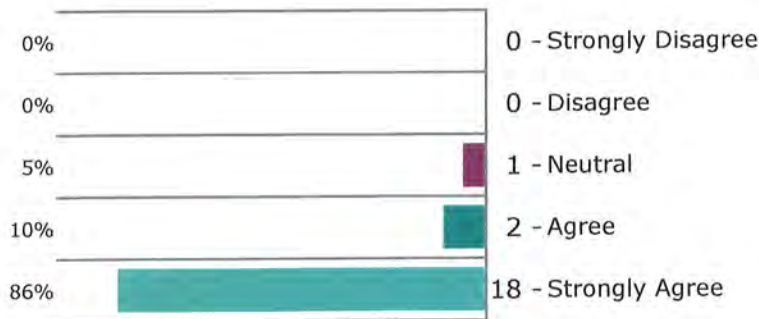
Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.4)
Std Dev From DM	2.0
Std Dev From DCM	2.0

Question 13 - There was close agreement between the stated course objectives and what was actually covered.



Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	5.0 (0.2)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.3 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.4)
Std Dev From DM	1.8
Std Dev From DCM	2.0

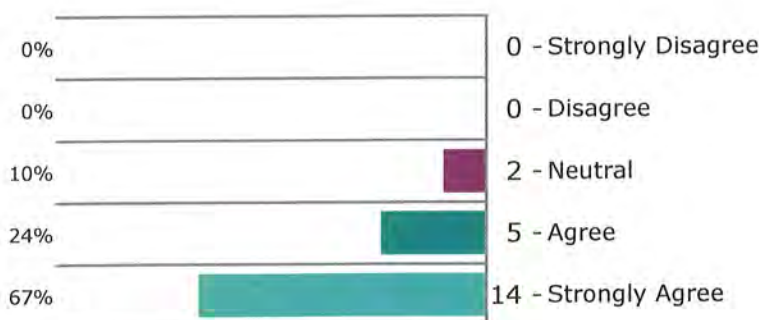
Question 14 - The requirements of the course (projects, papers, exams) were adequately explained.



Valid responses	21
Blank responses	0
Comments	2
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.4)
Std Dev From DM	1.8
Std Dev From DCM	1.8

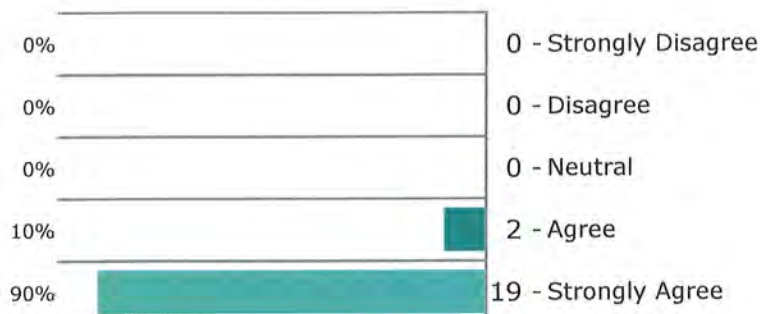
[View Comments](#)

Question 15 - The course materials (e.g., readings, lecture notes, in-class exercises) contributed to learning the subject matter.



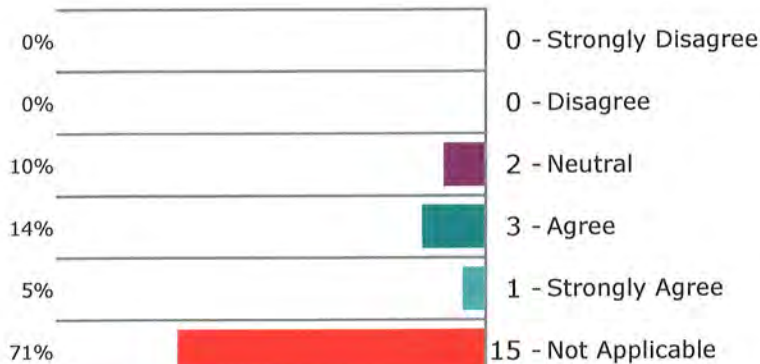
Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.4)
Std Dev From DM	1.0

Question 16 - The physical facilities provided for this course were appropriate (e.g. classroom/lab space, structure, furnishings etc).



Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.4 (0.3)
Dept Course Mean [DCM] (Std Dev)	4.4 (0.3)
Std Dev From DM	1.7
Std Dev From DCM	1.7

Question 17 - The Library's collection (online and print) was adequate for my work in this course.



Valid responses	21
Blank responses	0
Comments	0
Mean (Std Dev)	3.8 (0.8)
Std Dev of the Mean	0.3
Dept Mean [DM] (Std Dev)	3.7 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.7 (0.5)
Std Dev From DM	0.2
Std Dev From DCM	0.2

Question 18 - Please add any additional comments that you feel are relevant.

Valid responses	3
Blank responses	18
Comments	3
Mean (Std Dev)	()
Std Dev of the Mean	

[View Comments](#)

MRKT 438 : Brand Management - Lecture Section: 2 CRN: 8643

Term : Fall 2016

Instructor(s) : Robert Mackalski

Comments for question 1 : Overall, this is an excellent course.

1. Submission #1305133: The best class I have ever taken!
2. Submission #1329536: This was my favorite course of all my 4 years at McGill.
3. Submission #1337602: I overall really enjoyed taking this course. I am majoring in marketing and was the first marketing class I decided to take. I feel like I learnt a lot and cannot wait to take more marketing classes now.
4. Submission #1338670: A great course with a great teacher!!! One of my absolute favourite classes this year!!
5. Submission #1340227: Amazing class, amazing profesor!

16 blank comments were skipped.

Comments for question 3 : Overall, this instructor is an excellent teacher.

Instructor : Robert Mackalski

1. Submission #1305133: I absolutely like your energetic way of teaching, Bob!
2. Submission #1329028: By far one of the best professors here at McGill. Makes an effort to know all his students and makes the class very engaging while maintaining a high quality expectation of work.
3. Submission #1329536: He really cares about the students, and he is very good at explaining things in a different manner if we didn't understand in the first place.
4. Submission #1338670: Professor Mackalski really knows his subject and he really cares about his students, he wants us to succeed.

17 blank comments were skipped.

Comments for question 7 : The instructor was available for student consultation.

Instructor : Robert Mackalski

1. Submission #1329536: It was really easy to meet with him, always replied to our messages very quickly.

2. Submission #1330817: He wrote his personal cell phone number on the board. Who does that?!
3. Submission #1338670: We could contact Professor Mackalski at anytime with any questions that we had, and he gives great feedback after presentations.

18 blank comments were skipped.

Comments for question 8 : The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor : Robert Mackalski

1. Submission #1329028: He made the topic come to life in class by bringing in examples of products and making us do fun activities. He also rewards class participation more than other classes which creates a good class atmosphere. He showed a high level of expertise through his personal experiences shared in class. Lastly, the assignments were tough but allowed us to dive right into the heart of brand management
2. Submission #1337602: Bob was a great prof. He put us on the spot a lot in class which at first was a bit intimidating but I soon realized this is a great way to make sure we all understood and remembered the material.
3. Submission #1338670: He really got the students to engage in his class, to participate and constantly keep up with the material and learn. It was really great!!
4. Submission #1342988: I think his way of cold-calling students was effective in their learning, but it was really harsh. I understand that it's important his students learn, but he's way too intense and critical of his students I find, and because of that, many students are less willing or excited to learn. This wasn't really relevant to me, but it really did feel like some students were scared into learning, which I don't think fosters a good learning environment.

17 blank comments were skipped.

Comments for question 9 : The evaluation methods used in this course were fair and appropriate.

1. Submission #1329028: The course is fairly subjective and the professor has very high expectations but overall it was quite fair
2. Submission #1337602: Bob made sure we'd covered all the midterm material in time, and it was marked fairly.
3. Submission #1338670: It is a good mix of both the midterm and the large group assignment, together with the participation mark.

18 blank comments were skipped.

Comments for question 14 : The requirements of the course (projects, papers, exams) were adequately explained.

1. Submission #1329028: Provided powerpoints to explain each step of our Brand Audit. However for the exam the practice question given did not match exactly what was given on the exam (they were much harder in the practice)
2. Submission #1338670: If we had any questions (we didn't) we know we could ask the Professor. He gave good extra "hints" and took care to go through each evaluation part and assignment with us to make sure we understood it well.

19 blank comments were skipped.

Comments for question 18 : Please add any additional comments that you feel are relevant.

1. Submission #1305133: Thanks a lot for the awesome time in your class!
2. Submission #1340227: My semester in McGill was good because of this class. I loved it
3. Submission #1342505: The weight of participate limits the students' ability to communicate profound and interesting comments during classes--most were merely an agreement or an incremental addition to previously mentioned comments. The professor's critical nature during presentation made the students' comments regarding presentations also critical which made presenting unpleasant.

18 blank comments were skipped.

2015

Advertising Management (MRKT 453)
(renamed Integrated Marketing Communications)

MRKT 453 : Advertising Management - Lecture Section: 1 CRN: 899

Term : Winter 2015

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;
- b. to inform students about courses and instructors;
- c. as a component of the teaching dossier; and
- d. to help administrators and faculty committees in their decision-making processes.

Written comments are treated as confidential and are not made available to the McGill community.

The course ratings reported here are only one indicator of teaching effectiveness and these results should be treated with caution since they represent reports on only one particular course.

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English

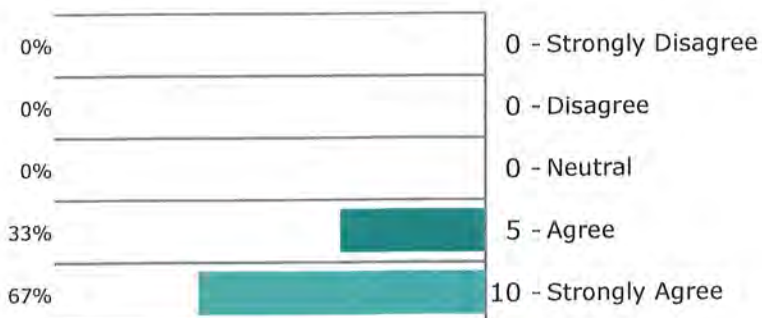


OVERALL RESULTS

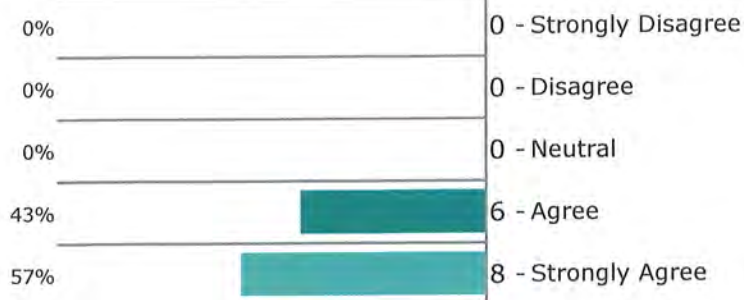
Total Number of Completed Evaluations	15
Total Number of Declined Evaluations	0
Total Enrollment in Course	47
Overall Response Rate	31.9%
Completed Response Rate	31.9%

The departmental means are calculated from the Faculty of Management (BCom-elective) questionnaire.

Question 1 - Overall, this is an excellent course.



Valid responses	15
Blank responses	0
Comments	2
Mean (Std Dev)	4.7 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	1.4
Std Dev From DCM	1.2

Question 2 - Overall, I learned a great deal from this course.

Valid responses	14
Blank responses	1
Comments	0
Mean (Std Dev)	4.6 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	0.8

Question 3 - Overall, this instructor is an excellent teacher.**Instructor - Robert Mackalski**

Valid responses	15
Blank responses	0
Comments	2
Mean (Std Dev)	4.7 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	0.8

Question 4 - Overall, I learned a great deal from this instructor.**Instructor - Robert Mackalski**

Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.7 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM]	

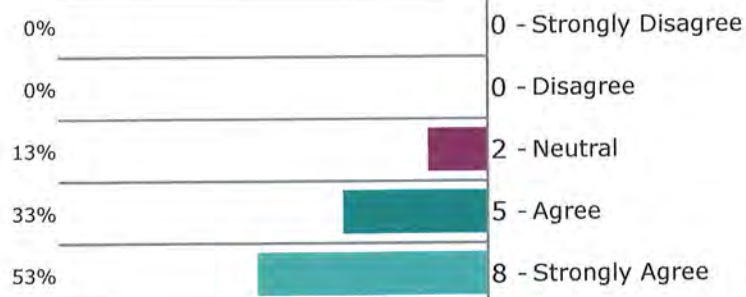
67%

10 - Strongly Agree

(Std Dev)	4.1 (0.6)
Std Dev From DM	1.0
Std Dev From DCM	1.0

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

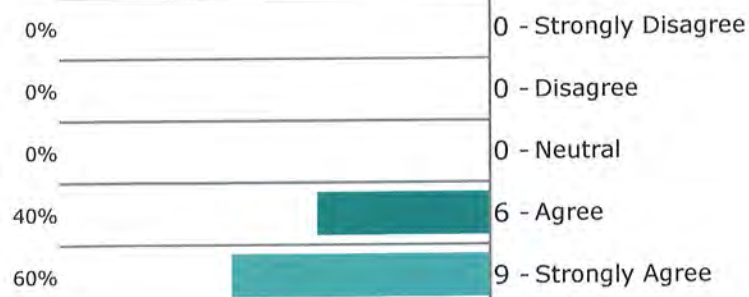
Instructor - Robert Mackalski



Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.4 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	0.4
Std Dev From DCM	0.4

Question 6 - The instructor was organized and well prepared for each class.

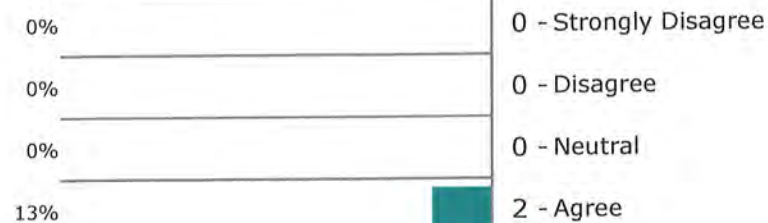
Instructor - Robert Mackalski



Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.6)
Std Dev From DM	0.5
Std Dev From DCM	0.5

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski



Valid responses	15
Blank responses	0
Comments	2
Mean (Std Dev)	4.9 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.4)

87%

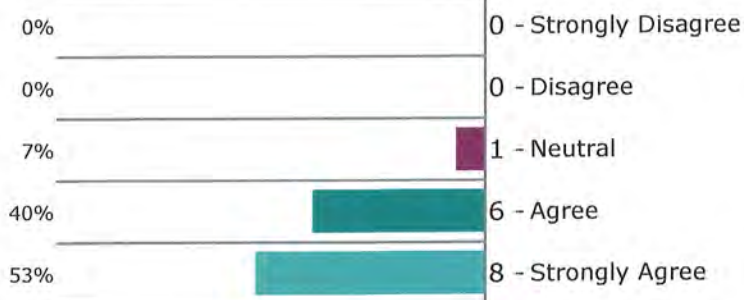


13 - Strongly Agree

Dept Course Mean [DCM] (Std Dev)	4.3 (0.4)
Std Dev From DM	1.5
Std Dev From DCM	1.5

[View Comments](#)

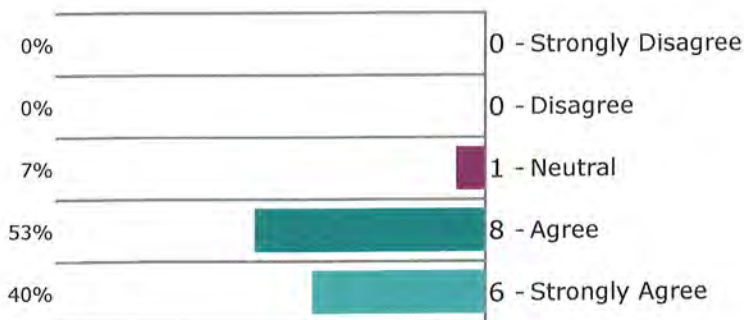
Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor - Robert Mackalski

Valid responses	15
Blank responses	0
Comments	2
Mean (Std Dev)	4.5 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	0.8

[View Comments](#)

Question 9 - The evaluation methods used in this course were fair and appropriate.

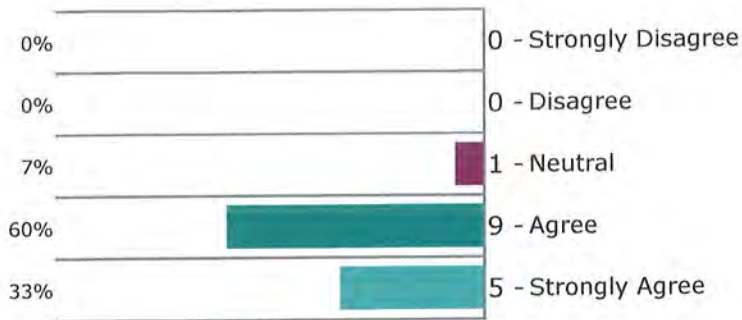


Valid responses	15
Blank responses	0
Comments	2
Mean (Std Dev)	4.3 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.6)
Std Dev From DM	0.5
Std Dev From DCM	0.7

[View Comments](#)

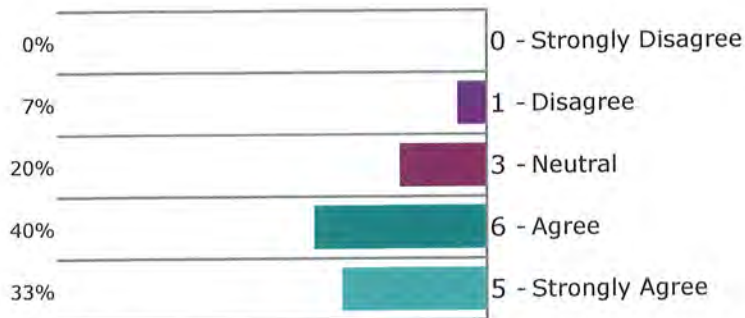
Question 10 - The exams, papers, projects, and assignments in this course measured my

knowledge and learning of this course.



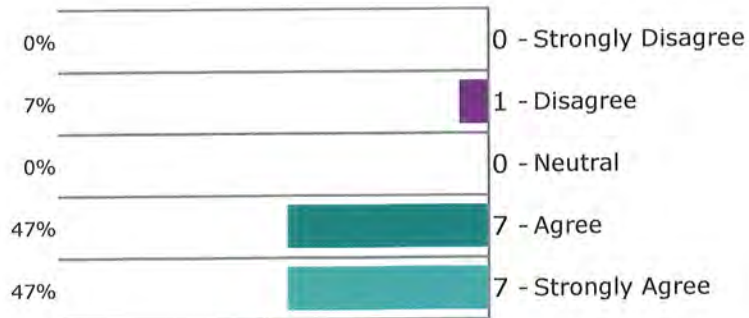
Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.3 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	0.5
Std Dev From DCM	0.5

Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.



Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.0 (0.9)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	-0.4
Std Dev From DCM	-0.4

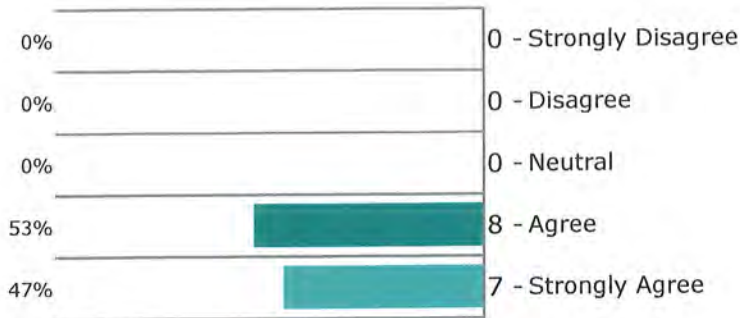
Question 12 - Expectations for learning in this course were clearly communicated.



Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.3 (0.8)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	0.4
Std Dev From DCM	0.4

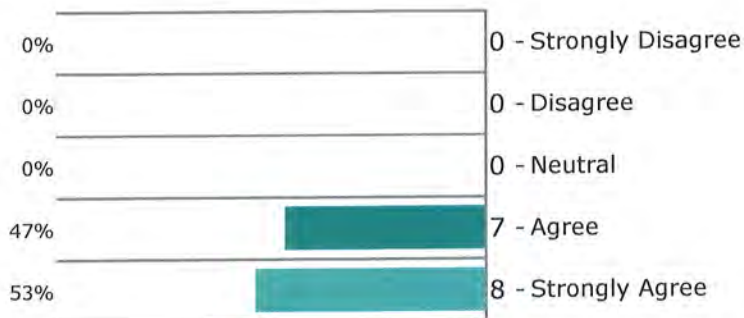
Question 13 - There was close agreement between the stated course objectives and what was

actually covered.



Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.5 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	0.6
Std Dev From DCM	0.6

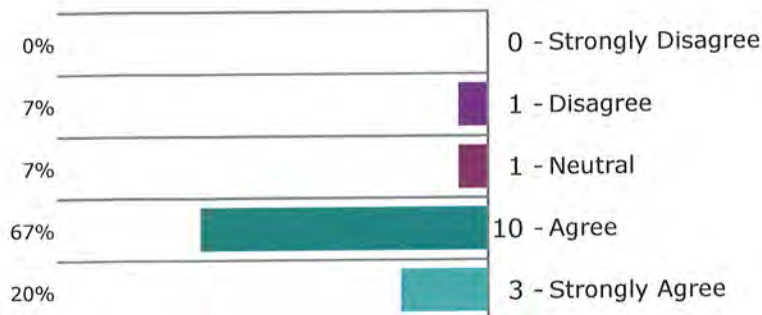
Question 14 - The requirements of the course (projects, papers, exams) were adequately explained.



Valid responses	15
Blank responses	0
Comments	1
Mean (Std Dev)	4.5 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	0.8

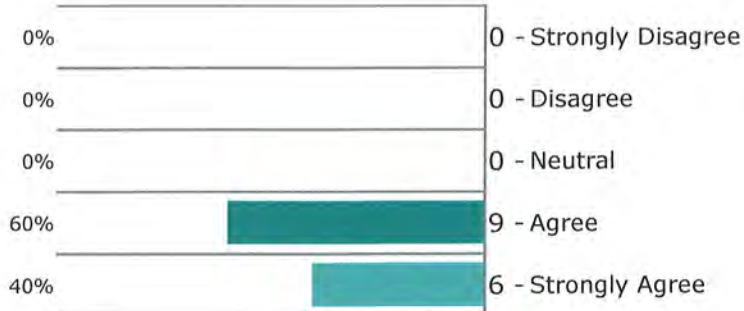
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Question 15 - The course materials (e.g., readings, lecture notes, in-class exercises) contributed to learning the subject matter.



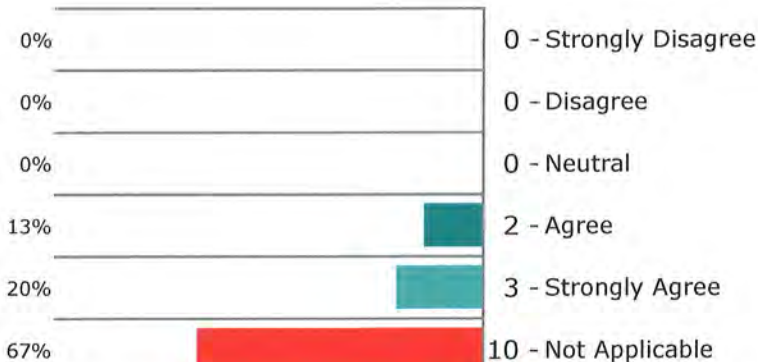
Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.0 (0.8)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	-0.2

Question 16 - The physical facilities provided for this course were appropriate (e.g. classroom/lab space, structure, furnishings etc).



Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.4 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.3)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.3)
Std Dev From DM	0.3
Std Dev From DCM	0.3

Question 17 - The Library's collection (online and print) was adequate for my work in this course.



Valid responses	15
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.5)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	3.6 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.7 (0.5)
Std Dev From DM	2.0
Std Dev From DCM	1.8

Question 18 - Please add any additional comments that you feel are relevant.

Valid responses	4
Blank responses	11
Comments	4
Mean (Std Dev)	()
Std Dev of the Mean	

[View Comments](#)

2015

Brand Management (MRKT 438)

2014

Brand Management (MRKT 438)

MRKT 438 : Brand Management - Lecture Section: 1 CRN: 6655

Term : Fall 2014

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;
- b. to inform students about courses and instructors;
- c. as a component of the teaching dossier; and
- d. to help administrators and faculty committees in their decision-making processes.

Written comments are treated as confidential and are not made available to the McGill community.

The course ratings reported here are only one indicator of teaching effectiveness and these results should be treated with caution since they represent reports on only one particular course.

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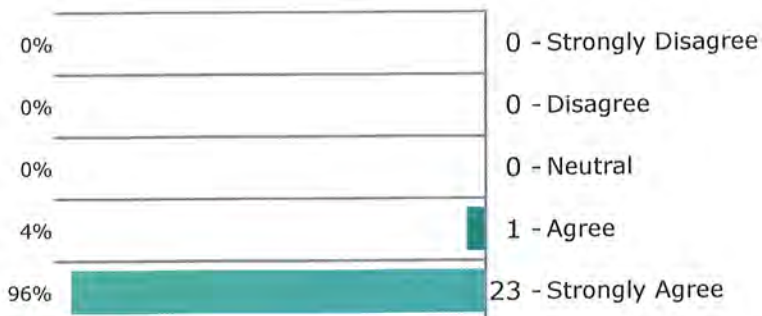
English



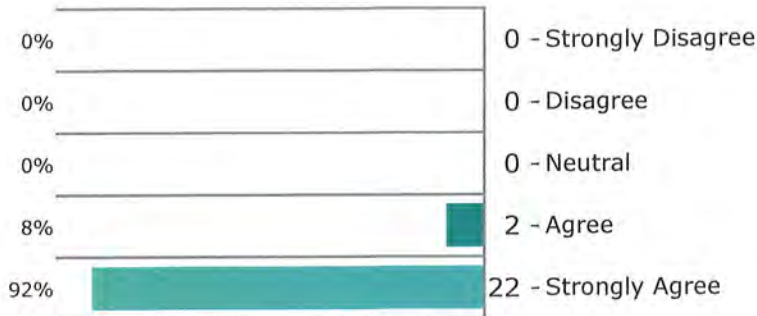
OVERALL RESULTS	
Total Number of Completed Evaluations	24
Total Number of Declined Evaluations	0
Total Enrollment in Course	55
Overall Response Rate	43.6%
Completed Response Rate	43.6%

The departmental means are calculated from the Faculty of Management (BCom-elective) questionnaire.

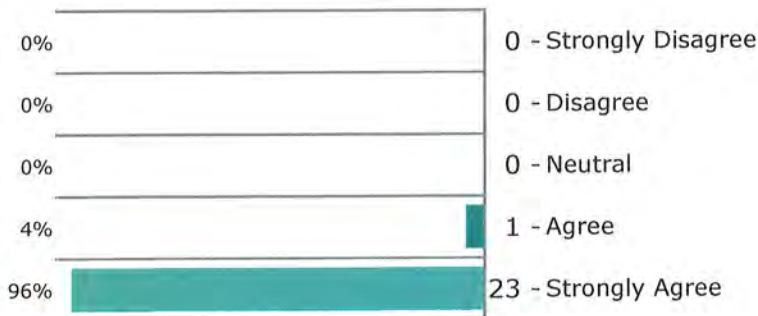
Question 1 - Overall, this is an excellent course.



Valid responses	24
Blank responses	0
Comments	6
Mean (Std Dev)	5.0 (0.2)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.7
Std Dev From DCM	1.7

Question 2 - Overall, I learned a great deal from this course.

Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.3

Question 3 - Overall, this instructor is an excellent teacher.**Instructor - Robert Mackalski**

Valid responses	24
Blank responses	0
Comments	8
Mean (Std Dev)	5.0 (0.2)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.0 (0.7)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.7)
Std Dev From DM	1.4
Std Dev From DCM	1.4

Question 4 - Overall, I learned a great deal from this instructor.**Instructor - Robert Mackalski**

Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	3.9 (0.7)
Dept Course Mean [DCM]	

92%

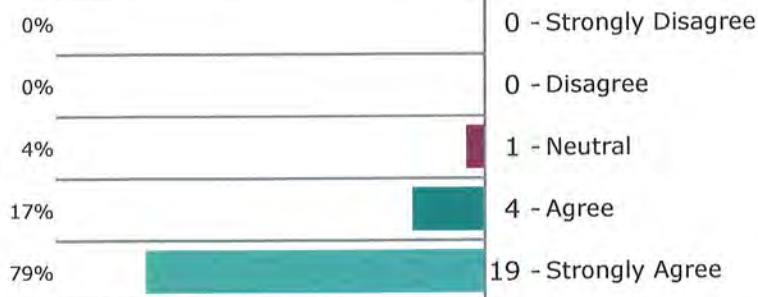


22 - Strongly Agree

(Std Dev)	4.0 (0.7)
Std Dev From DM	1.4
Std Dev From DCM	1.3

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

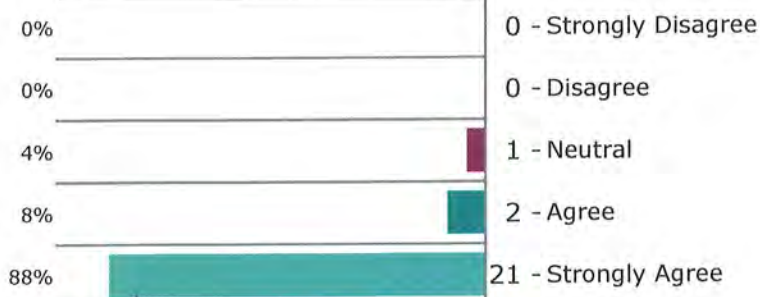
Instructor - Robert Mackalski



Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.2

Question 6 - The instructor was organized and well prepared for each class.

Instructor - Robert Mackalski



Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski



Valid responses	24
Blank responses	0
Comments	5
Mean (Std Dev)	5.0 (0.2)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	4.1 (0.5)

96%



23 - Strongly Agree

Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.8
Std Dev From DCM	1.6

[View Comments](#)

Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor - Robert Mackalski

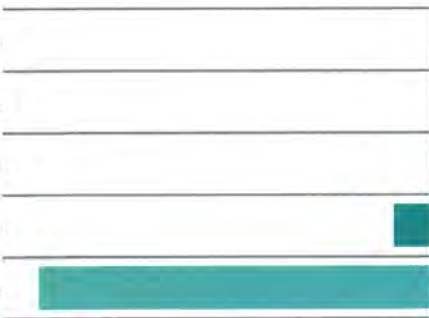
0%

0%

0%

9%

91%



0 - Strongly Disagree

0 - Disagree

0 - Neutral

2 - Agree

21 - Strongly Agree

Valid responses	23
Blank responses	1
Comments	5
Mean (Std Dev)	4.9 (0.3)
Std Dev of the Mean	0.0
Dept Mean [DM] (Std Dev)	3.8 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.6)
Std Dev From DM	1.8
Std Dev From DCM	1.7

[View Comments](#)

Question 9 - The evaluation methods used in this course were fair and appropriate.

0%

0%

8%

50%

42%



0 - Strongly Disagree

0 - Disagree

2 - Neutral

12 - Agree

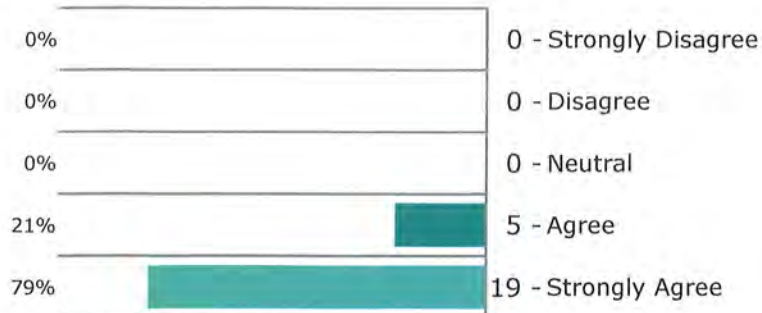
10 - Strongly Agree

Valid responses	24
Blank responses	0
Comments	9
Mean (Std Dev)	4.3 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.8 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.5)
Std Dev From DM	1.0
Std Dev From DCM	0.8

[View Comments](#)

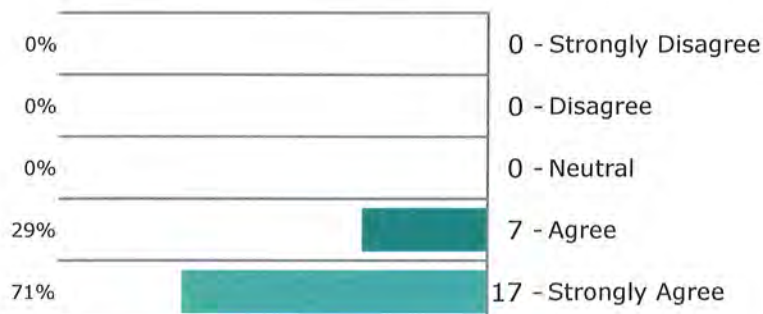
Question 10 - The exams, papers, projects, and assignments in this course measured my

knowledge and learning of this course.



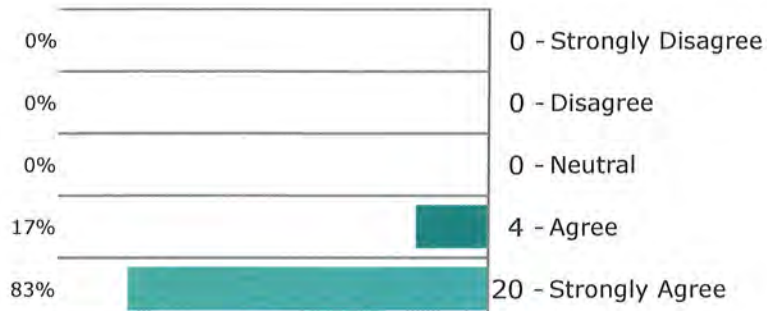
Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.5)
Std Dev From DM	1.8
Std Dev From DCM	1.8

Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.



Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.7 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.0
Std Dev From DCM	1.2

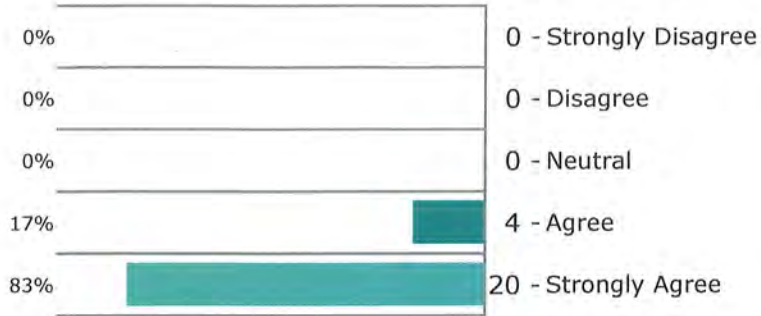
Question 12 - Expectations for learning in this course were clearly communicated.



Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	1.6
Std Dev From DCM	1.6

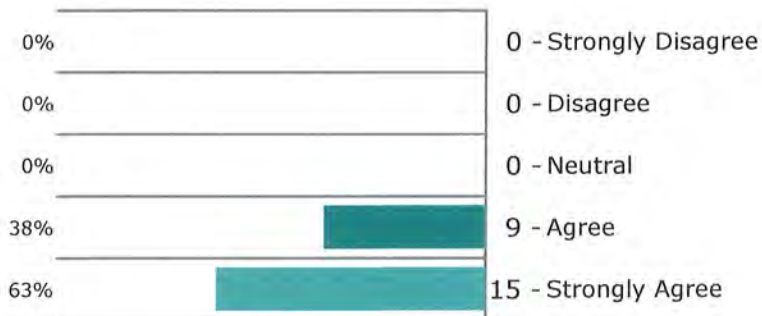
Question 13 - There was close agreement between the stated course objectives and what was

actually covered.



Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.4)
Std Dev From DM	1.5
Std Dev From DCM	1.5

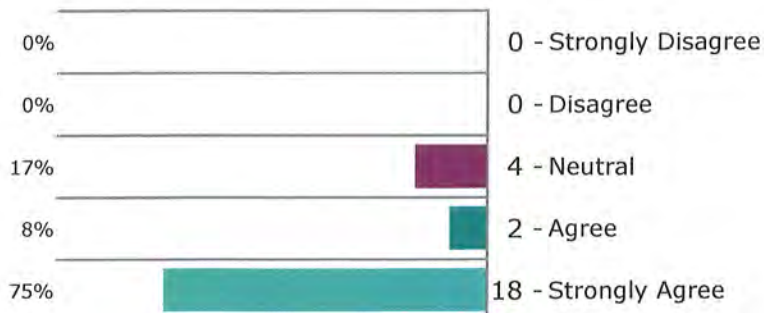
Question 14 - The requirements of the course (projects, papers, exams) were adequately explained.



Valid responses	24
Blank responses	0
Comments	3
Mean (Std Dev)	4.6 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

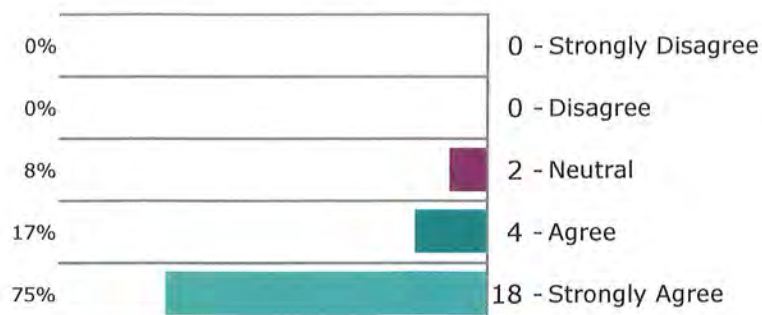
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Question 15 - The course materials (e.g., readings, lecture notes, in-class exercises) contributed to learning the subject matter.



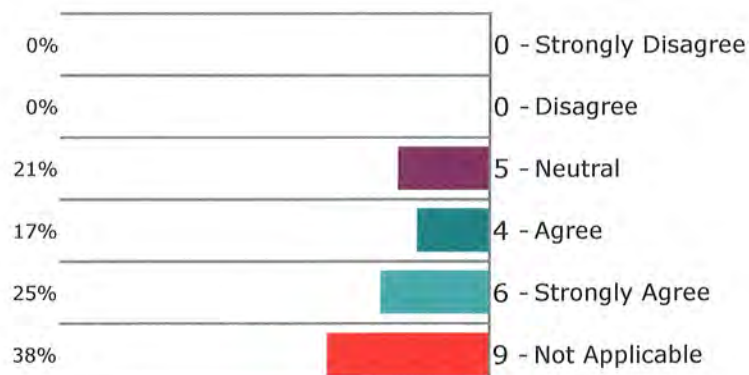
Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.4)
Std Dev From DM	1.3

Question 16 - The physical facilities provided for this course were appropriate (e.g. classroom/lab space, structure, furnishings etc).



Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.7 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.3)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.3)
Std Dev From DM	1.7
Std Dev From DCM	1.7

Question 17 - The Library's collection (online and print) was adequate for my work in this course.



Valid responses	24
Blank responses	0
Comments	0
Mean (Std Dev)	4.1 (0.9)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	3.7 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.7 (0.5)
Std Dev From DM	0.8
Std Dev From DCM	0.8

Question 18 - Please add any additional comments that you feel are relevant.

Valid responses	9
Blank responses	15
Comments	9
Mean (Std Dev)	()
Std Dev of the Mean	

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2013

Advertising Management (MRKT 453)

MRKT 453 : Advertising Management - Lecture Section: 1 CRN: 968

Term : Fall 2013

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;
- b. to inform students about courses and instructors;
- c. as a component of the teaching dossier; and
- d. to help administrators and faculty committees in their decision-making processes.

Written comments are treated as confidential and are not made available to the McGill community.

The course ratings reported here are only one indicator of teaching effectiveness and these results should be treated with caution since they represent reports on only one particular course.

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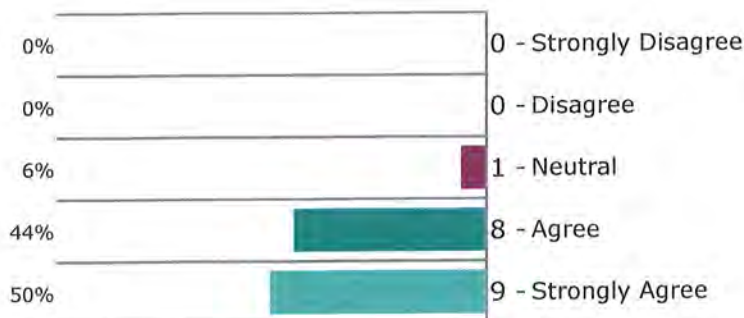
English



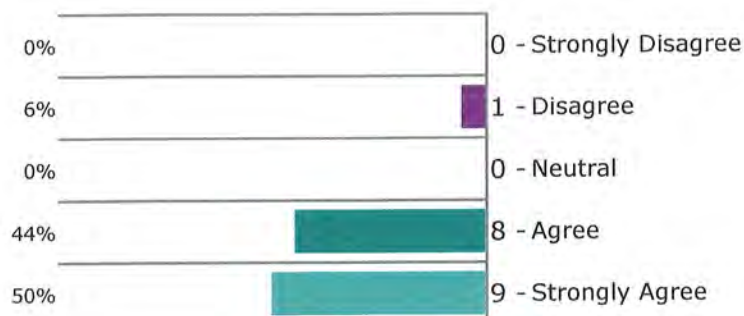
OVERALL RESULTS	
Total Number of Completed Evaluations	18
Total Number of Declined Evaluations	0
Total Enrollment in Course	43
Overall Response Rate	41.9%
Completed Response Rate	41.9%

The departmental means are calculated from the Faculty of Management (BCom-elective) questionnaire.

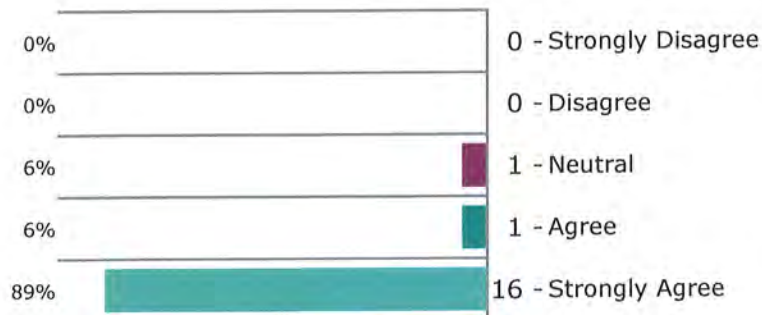
Question 1 - Overall, this is an excellent course.



Valid responses	18
Blank responses	0
Comments	6
Mean (Std Dev)	4.4 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.6)
Std Dev From DM	0.8
Std Dev From DCM	0.8

Question 2 - Overall, I learned a great deal from this course.

Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.4 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	0.7
Std Dev From DCM	0.7

Question 3 - Overall, this instructor is an excellent teacher.**Instructor - Robert Mackalski**

Valid responses	18
Blank responses	0
Comments	4
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.6)
Std Dev From DM	1.3
Std Dev From DCM	1.3

Question 4 - Overall, I learned a great deal from this instructor.**Instructor - Robert Mackalski**

Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.6)
Dept Course Mean [DCM]	

72%

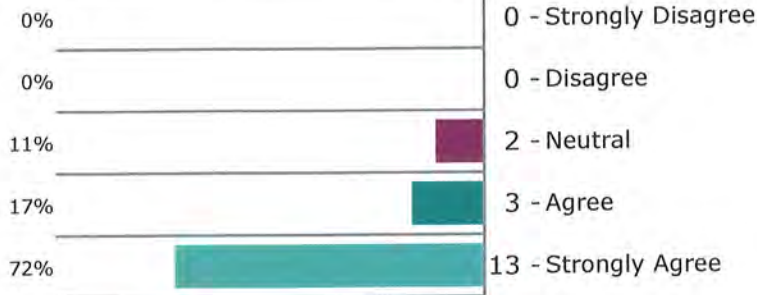


13 - Strongly Agree

(Std Dev)	4.0 (0.6)
Std Dev From DM	1.2
Std Dev From DCM	1.0

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

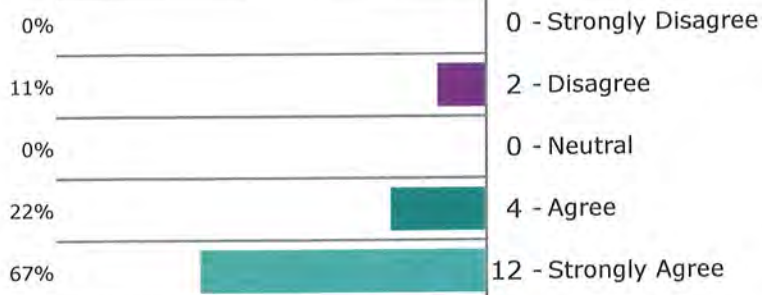
Instructor - Robert Mackalski



Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	0.8
Std Dev From DCM	1.0

Question 6 - The instructor was organized and well prepared for each class.

Instructor - Robert Mackalski



Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.4 (1.0)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.3 (0.6)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.6)
Std Dev From DM	0.2
Std Dev From DCM	0.3

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski



Valid responses	18
Blank responses	0
Comments	3
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.5)

83%



15 - Strongly Agree

Dept Course Mean [DCM] (Std Dev)	4.2 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

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Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

Instructor - Robert Mackalski

0%



0 - Strongly Disagree

6%



1 - Disagree

6%



1 - Neutral

11%



2 - Agree

78%



14 - Strongly Agree

Valid responses	18
Blank responses	0
Comments	6
Mean (Std Dev)	4.6 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.6)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.6)
Std Dev From DM	1.2
Std Dev From DCM	1.2

[View Comments](#)

Question 9 - The evaluation methods used in this course were fair and appropriate.

0%



0 - Strongly Disagree

6%



1 - Disagree

0%



0 - Neutral

44%



8 - Agree

50%

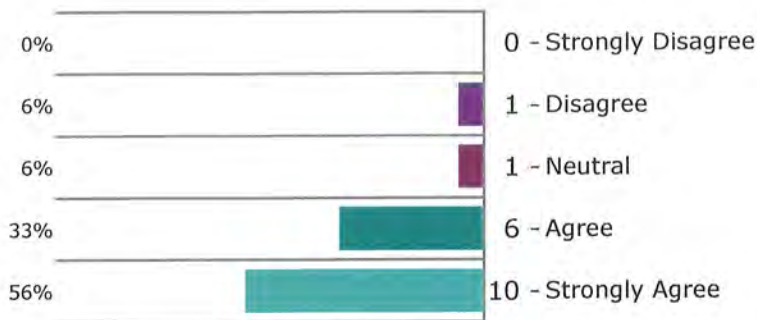


9 - Strongly Agree

Valid responses	18
Blank responses	0
Comments	3
Mean (Std Dev)	4.4 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.8 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.8 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

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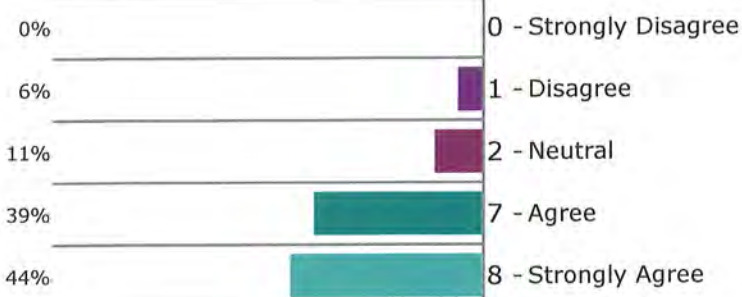
The exams, papers, projects, and assignments in this course measured my

Question 10 - knowledge and learning of this course.

Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.4 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.8 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.8 (0.5)
Std Dev From DM	1.2
Std Dev From DCM	1.2

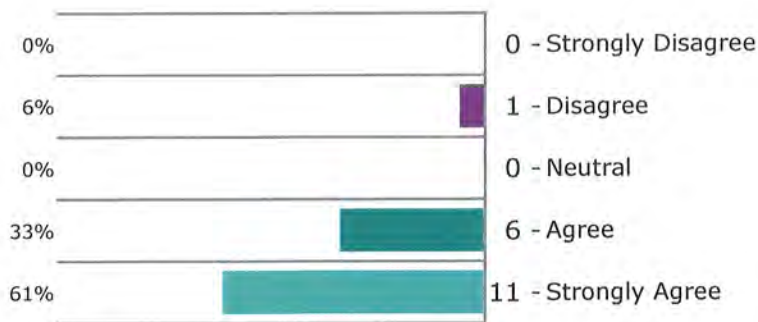
Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.

Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.5)
Std Dev From DM	1.0
Std Dev From DCM	1.0

Question 12 - Expectations for learning in this course were clearly communicated.

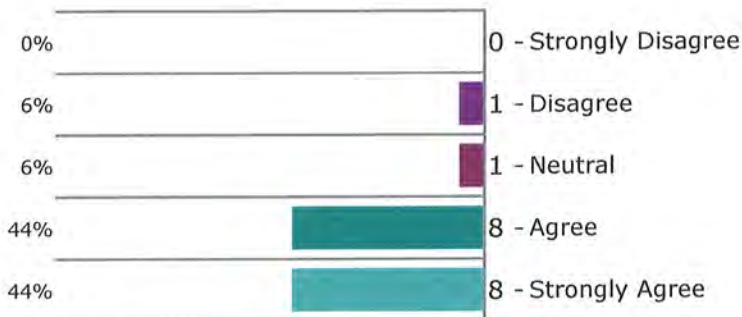
Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.2 (0.9)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	4.0 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.4)
Std Dev From DM	0.5
Std Dev From DCM	0.5

Question 13 - There was close agreement between the stated course objectives and what was actually covered.



Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.5 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.2 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.4)
Std Dev From DM	0.8
Std Dev From DCM	0.8

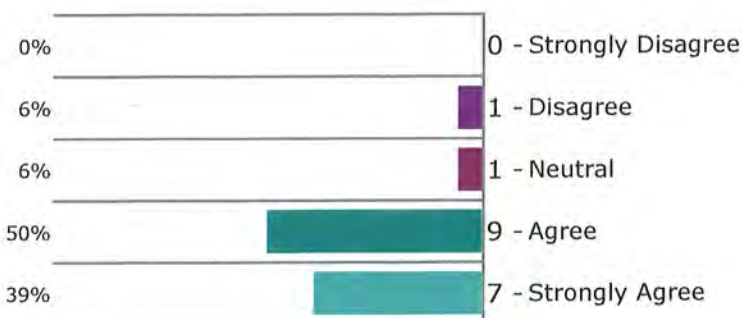
Question 14 - The requirements of the course (projects, papers, exams) were adequately explained.



Valid responses	18
Blank responses	0
Comments	3
Mean (Std Dev)	4.3 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	0.6
Std Dev From DCM	0.6

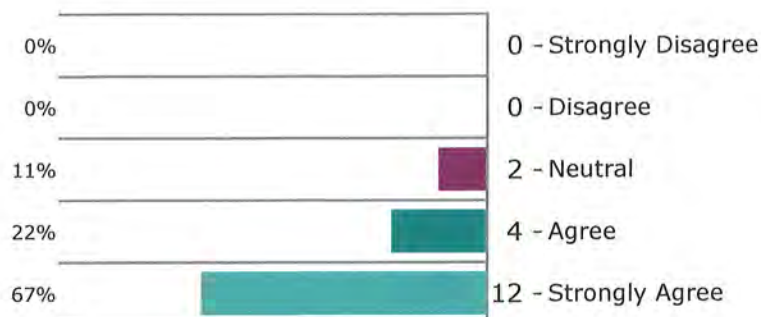
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Question 15 - The course materials (e.g., readings, lecture notes, in-class exercises) contributed to learning the subject matter.



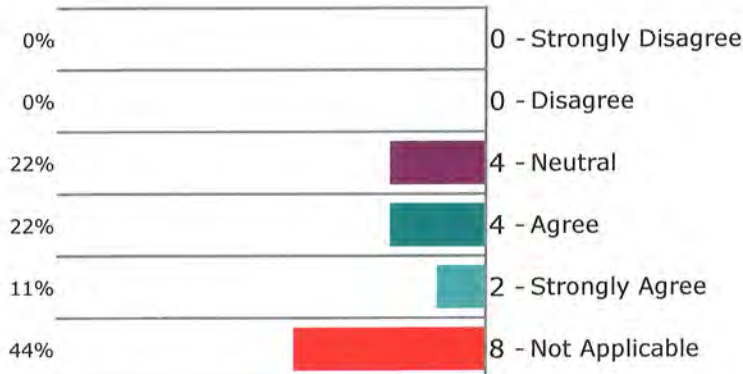
Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.2 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.4)
Std Dev From DM	0.3

Question 16 - The physical facilities provided for this course were appropriate (e.g. classroom/lab space, structure, furnishings etc).



Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	4.6 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.3)
Dept Course Mean [DCM] (Std Dev)	4.2 (0.3)
Std Dev From DM	1.0
Std Dev From DCM	1.3

Question 17 - The Library's collection (online and print) was adequate for my work in this course.



Valid responses	18
Blank responses	0
Comments	0
Mean (Std Dev)	3.8 (0.8)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	3.7 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.7 (0.5)
Std Dev From DM	0.2
Std Dev From DCM	0.2

Question 18 - Please add any additional comments that you feel are relevant.

Valid responses	7
Blank responses	11
Comments	7
Mean (Std Dev)	()
Std Dev of the Mean	

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2012

Marketing Management (MGCR 352)

MGCR 352 : Marketing Management 1 - Lecture Section: 1 CRN: 1001

Term : Fall 2012

Instructor(s) : Robert Mackalski

End-of-course evaluations results, as one indicator of teaching effectiveness, are used to:

- a. to help instructors improve future offerings of courses;
- b. to inform students about courses and instructors;
- c. as a component of the teaching dossier; and
- d. to help administrators and faculty committees in their decision-making processes.

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English

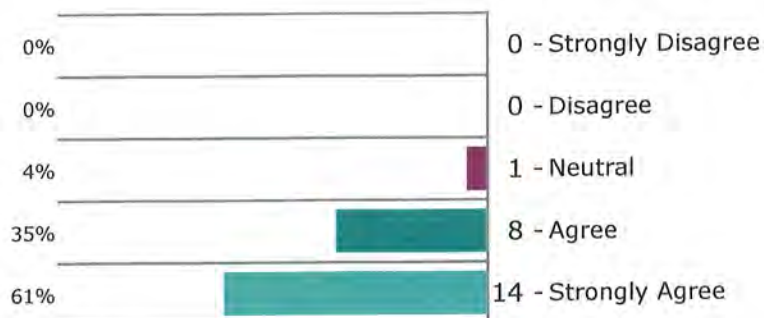


OVERALL RESULTS

Total Number of Completed Evaluations	23
Total Number of Declined Evaluations	0
Total Enrollment in Course	59
Overall Response Rate	39.0%
Completed Response Rate	39.0%

The departmental means are calculated from the Faculty of Management (BCom-core) questionnaire.

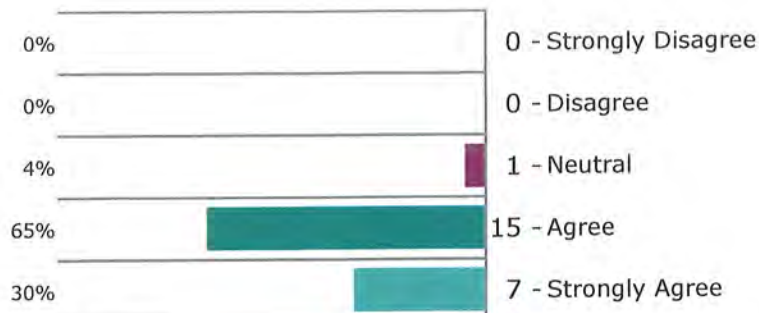
Question 1 - Overall, this is an excellent course.



Valid responses	23
Blank responses	0
Comments	8
Mean (Std Dev)	4.6 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.8 (0.4)
Dept Course Mean [DCM] (Std Dev)	3.8 (0.4)
Std Dev From DM	2.0
Std Dev From DCM	2.0

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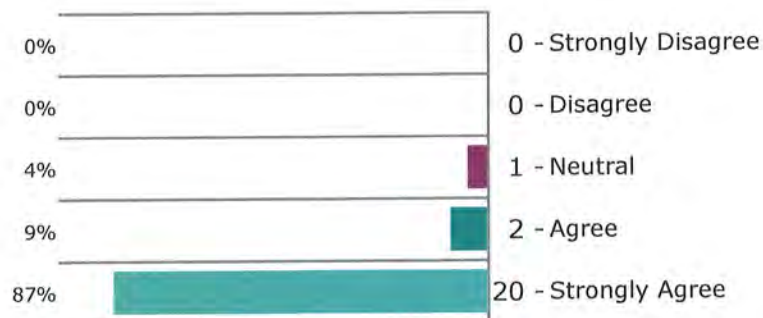
Question 2 - Overall, I learned a great deal from this course.



Valid responses	23
Blank responses	0
Comments	0
Mean (Std Dev)	4.3 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.4)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.4)
Std Dev From DM	0.8
Std Dev From DCM	1.0

Question 3 - Overall, this instructor is an excellent teacher.

Instructor - Robert Mackalski

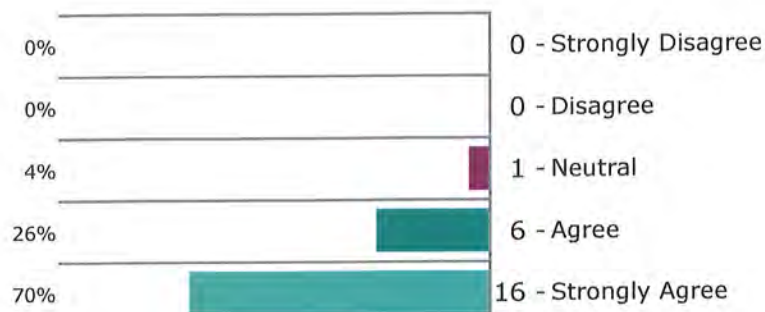


Valid responses	23
Blank responses	0
Comments	9
Mean (Std Dev)	4.8 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	1.8
Std Dev From DCM	1.6

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Question 4 - Overall, I learned a great deal from this instructor.

Instructor - Robert Mackalski

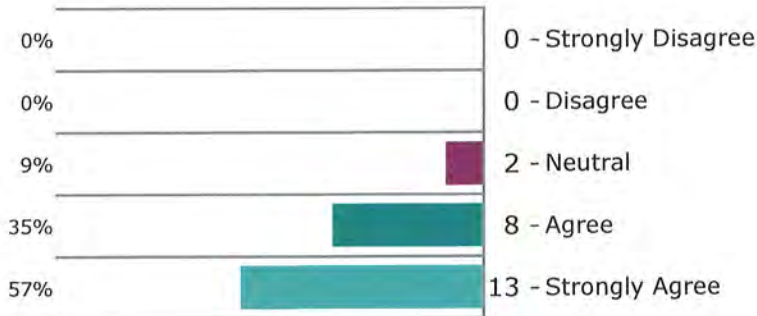


Valid responses	23
Blank responses	0
Comments	0
Mean (Std Dev)	4.7 (0.6)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.8 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.5)

Std Dev From DM	1.8
Std Dev From DCM	1.6

Question 5 - Overall, the instructor responded to students' questions with clarity and expertise.

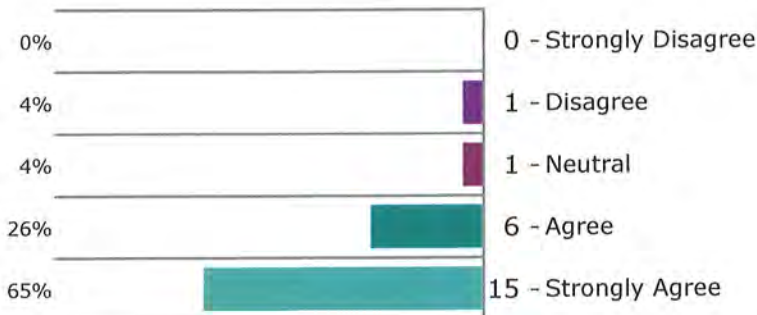
Instructor - Robert Mackalski



Valid responses	23
Blank responses	0
Comments	0
Mean (Std Dev)	4.5 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.0 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.0 (0.5)
Std Dev From DM	1.0
Std Dev From DCM	1.0

Question 6 - The instructor was organized and well prepared for each class.

Instructor - Robert Mackalski



Valid responses	23
Blank responses	0
Comments	0
Mean (Std Dev)	4.5 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.3 (0.5)
Dept Course Mean [DCM] (Std Dev)	4.3 (0.5)
Std Dev From DM	0.4
Std Dev From DCM	0.4

Question 7 - The instructor was available for student consultation.

Instructor - Robert Mackalski



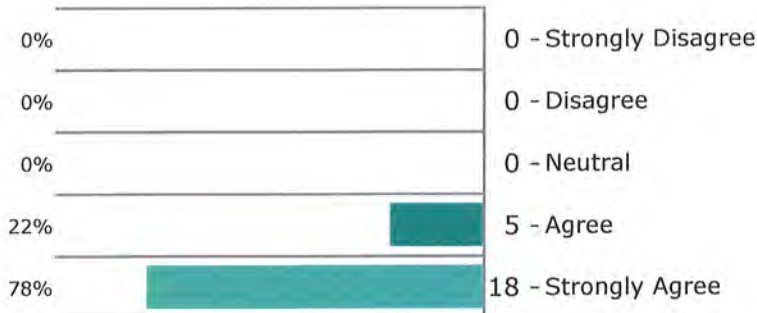
Valid responses	23
Blank responses	0
Comments	5
Mean (Std Dev)	4.7 (0.5)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	4.1 (0.4)
Dept Course Mean [DCM] (Std Dev)	4.1 (0.4)

Std Dev From DM	1.5
Std Dev From DCM	1.5

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Question 8 - The instructor's Teaching Methods (the skills and effectiveness of the instructor, the style of the course, the kinds of assignments given, the encouragement of class participation, etc.) were effective and appropriate.

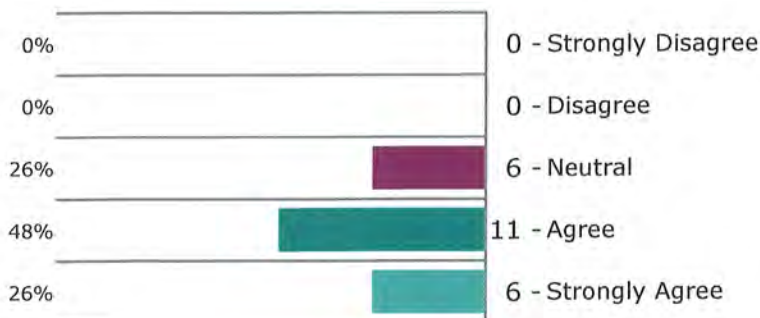
Instructor - Robert Mackalski



Valid responses	23
Blank responses	0
Comments	2
Mean (Std Dev)	4.8 (0.4)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.8 (0.5)
Dept Course Mean [DCM] (Std Dev)	3.8 (0.5)
Std Dev From DM	2.0
Std Dev From DCM	2.0

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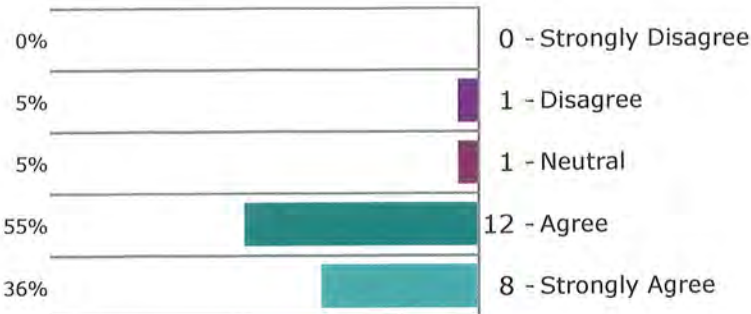
Question 9 - The evaluation methods used in this course were fair and appropriate.



Valid responses	23
Blank responses	0
Comments	3
Mean (Std Dev)	4.0 (0.7)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.7 (0.4)
Dept Course Mean [DCM] (Std Dev)	3.7 (0.4)
Std Dev From DM	0.8
Std Dev From DCM	0.8

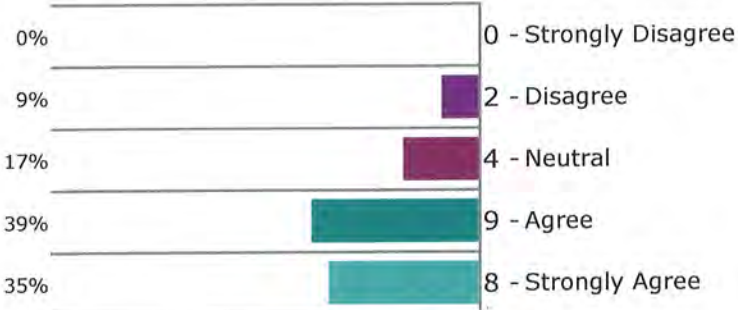
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Question 10 - The exams, papers, projects, and assignments in this course measured my knowledge and learning of this course.



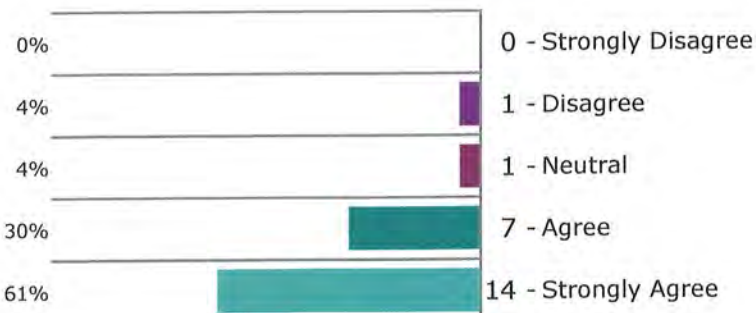
Valid responses	22
Blank responses	1
Comments	0
Mean (Std Dev)	4.2 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.8 (0.3)
Dept Course Mean [DCM] (Std Dev)	3.8 (0.3)
Std Dev From DM	1.3
Std Dev From DCM	1.3

Question 11 - The exams, papers, projects, and assignments in this course were run effectively, and returned to students within a reasonable period of time.



Valid responses	23
Blank responses	0
Comments	0
Mean (Std Dev)	4.0 (1.0)
Std Dev of the Mean	0.2
Dept Mean [DM] (Std Dev)	3.9 (0.4)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.4)
Std Dev From DM	0.3
Std Dev From DCM	0.3

Question 12 - Expectations for learning in this course were clearly communicated.



Valid responses	23
Blank responses	0
Comments	0
Mean (Std Dev)	4.5 (0.8)
Std Dev of the Mean	0.1
Dept Mean [DM] (Std Dev)	3.9 (0.3)
Dept Course Mean [DCM] (Std Dev)	3.9 (0.3)
Std Dev From DM	2.0
Std Dev From DCM	2.0

Question 13 - There was close agreement between the stated course objectives and what was actually covered.