



The University of Tampa

Professor Juliet Davis (as private and confidential)

Course Evaluation Results

Dear Professor Davis,

This email contains evaluation results for your WRITING FOR ADVERTISING (W)X-L (COM383KFA2010) course.

Please note that the global indicators are listed first, followed by the individual average values, consisting of the following scales:

- THE COURSE
- THE PROFESSOR

In the second part of the analysis, the average values of all individual questions are listed, followed by student comments.

If you have any questions, please don't hesitate to contact the system administrator at class.climate@ut.edu.

Thank you

Juliet Davis

WRITING FOR ADVERTISING (W)X-L (COM383KFA2010) (COM383KFA2010)
 No. of responses = 15



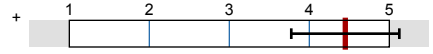
Overall indicators

Global Index



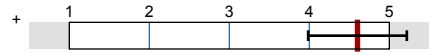
av.=4.53
dev.=0.65

1. THE COURSE ($\alpha = 0.95$)



av.=4.45
dev.=0.68

2. THE PROFESSOR ($\alpha = 0.93$)

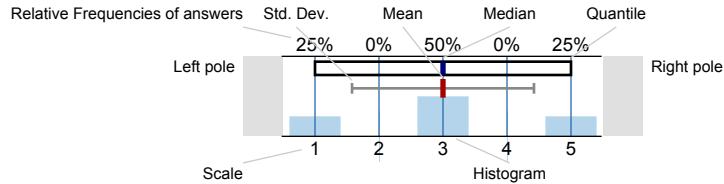


av.=4.6
dev.=0.62

Survey Results

Legend

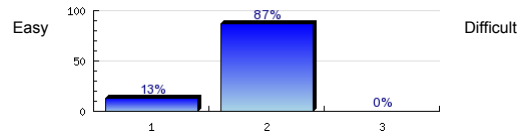
Question text



n=No. of responses
 av.=Mean
 md=Median
 dev.=Std. Dev.
 ab.=Abstention

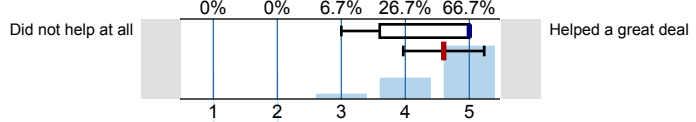
1. THE COURSE

1.1) The class assignments/ projects/ activities were:



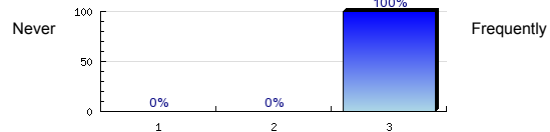
n=15
 av.=1.87
 md=2
 dev.=0.35

1.2) The class assignments/ projects/ activities:



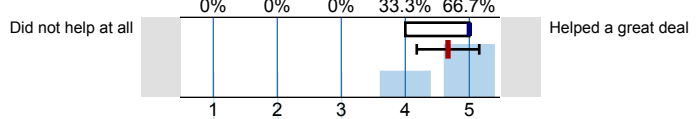
n=15
 av.=4.6
 md=5
 dev.=0.63

1.4) Class discussions occurred:



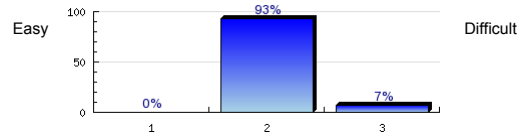
n=15
 av.=3
 md=3
 dev.=0

1.5) The class discussions:

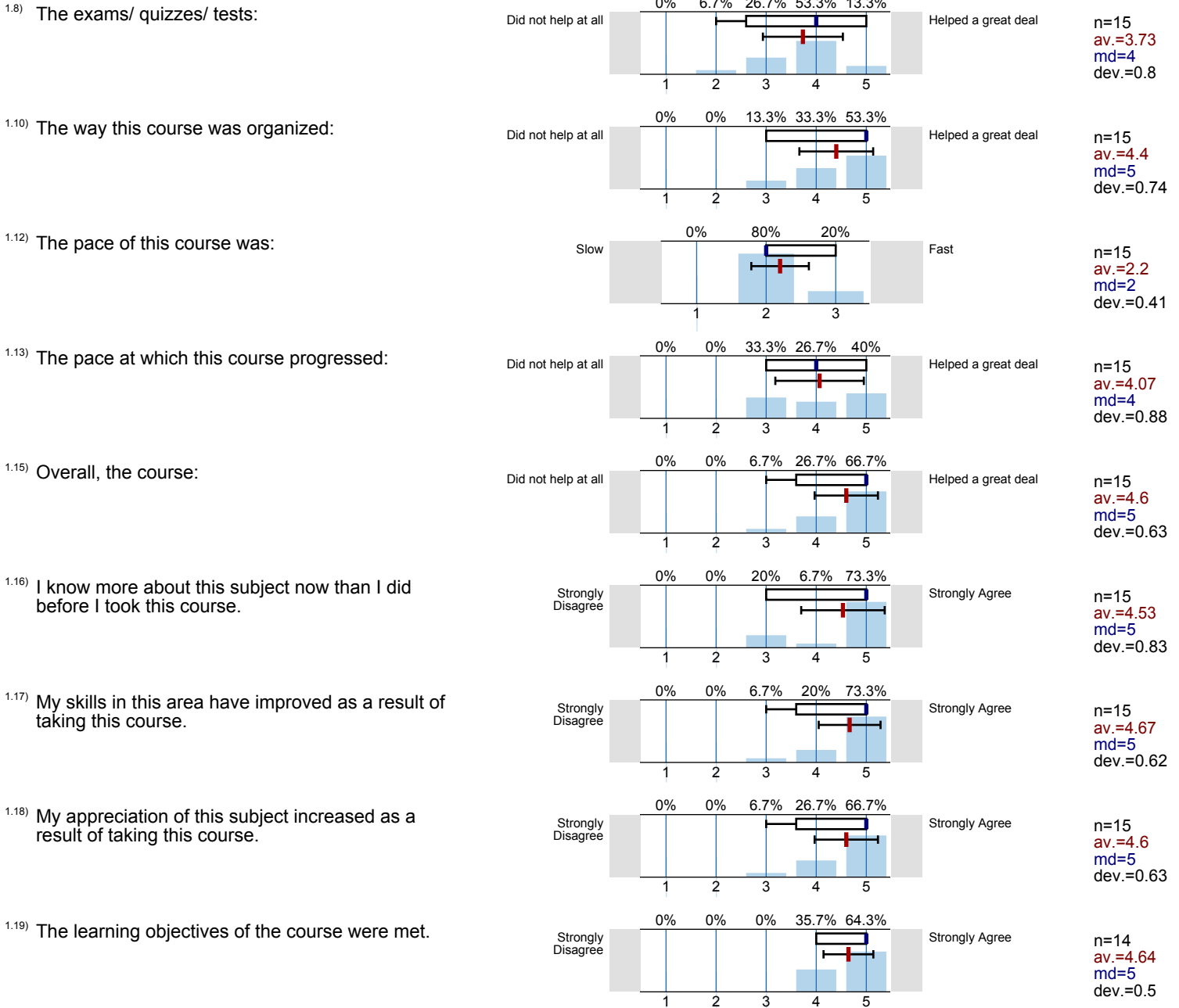


n=15
 av.=4.67
 md=5
 dev.=0.49

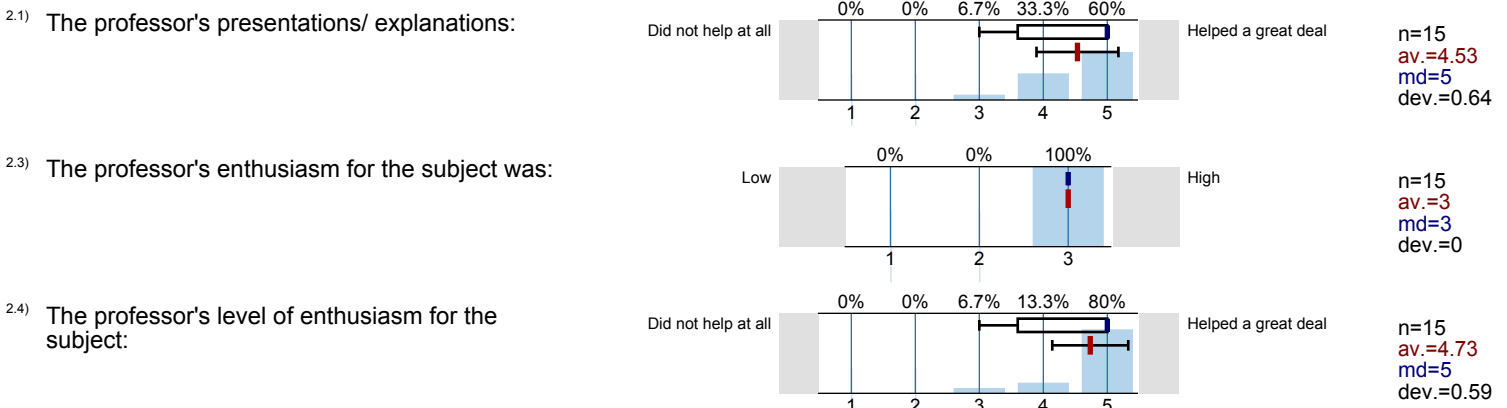
1.7) The exams/ quizzes/ tests were:

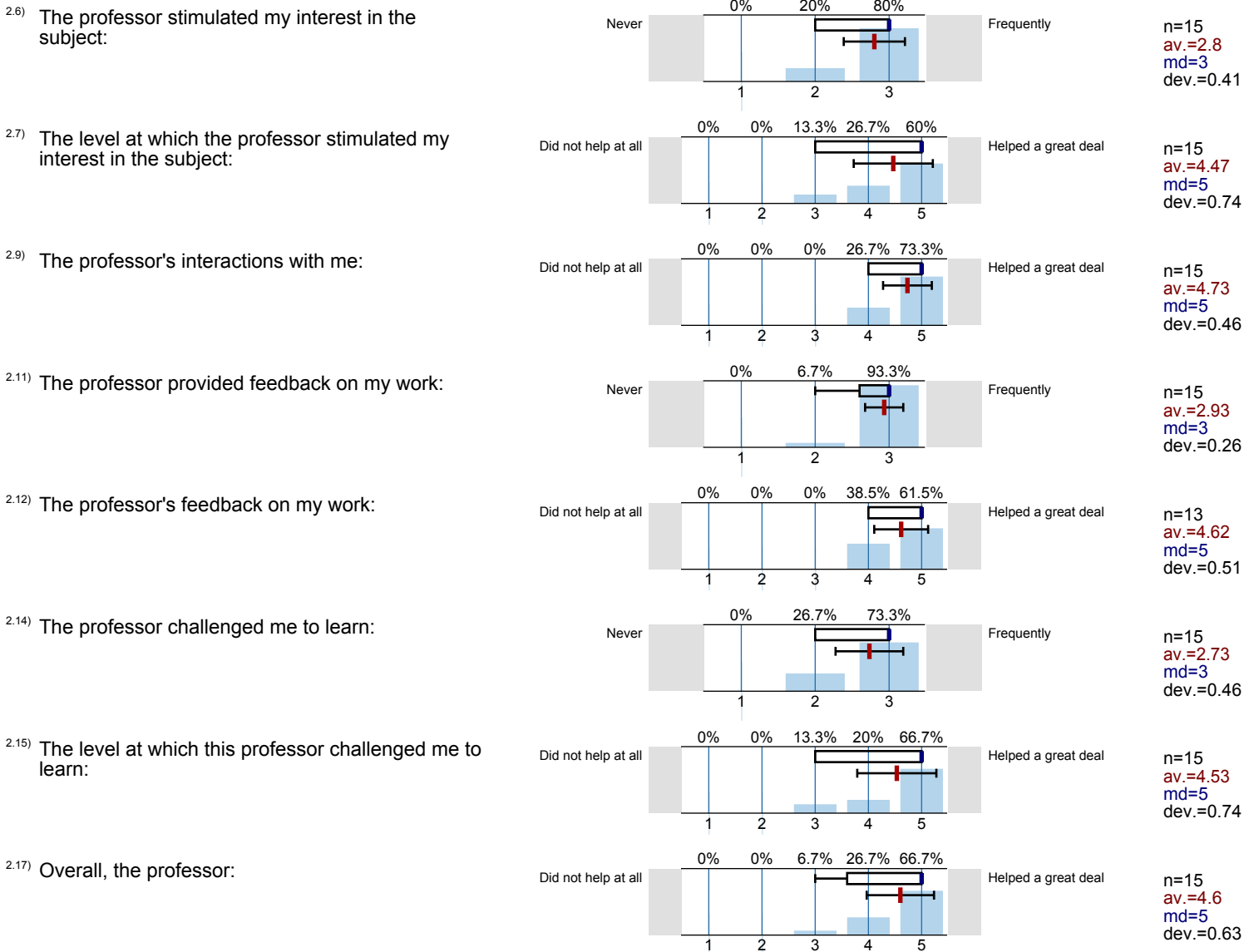


n=15
 av.=2.07
 md=2
 dev.=0.26

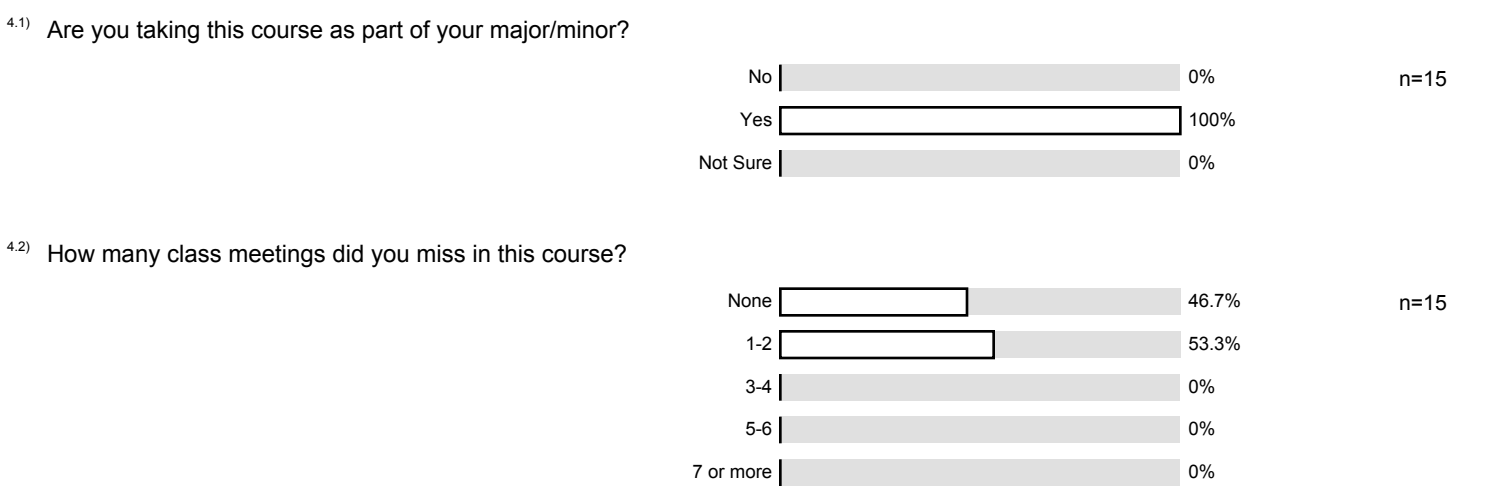


2. THE PROFESSOR

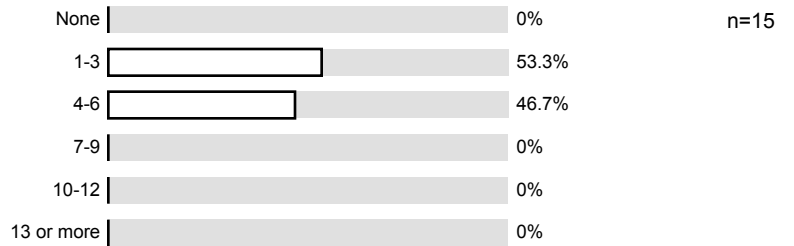




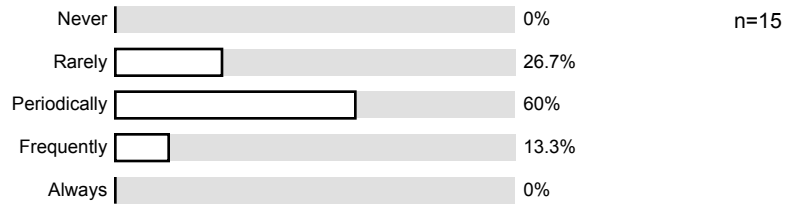
4. THE STUDENT



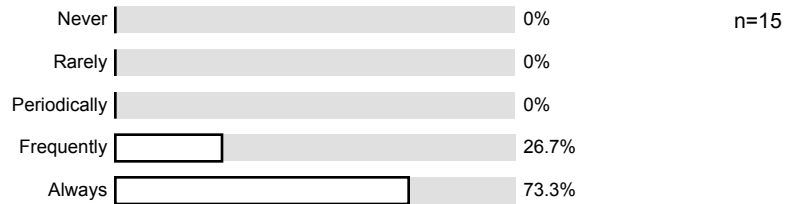
4.3) Approximately how many hours *per week* did you spend on this course outside of the classroom?



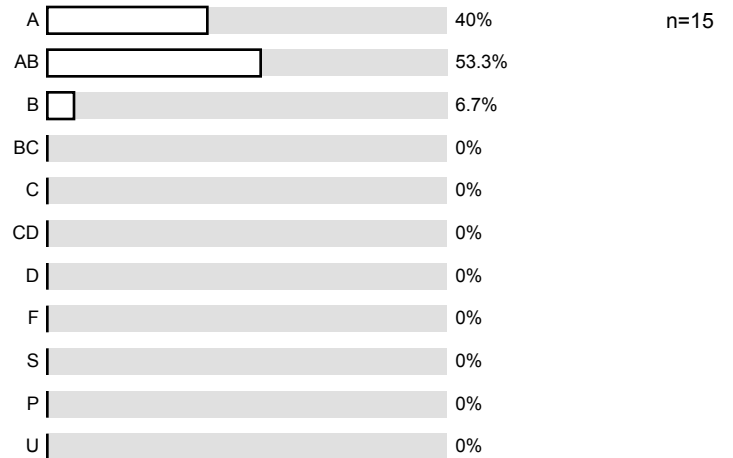
4.4) How often did you seek the professor's assistance?



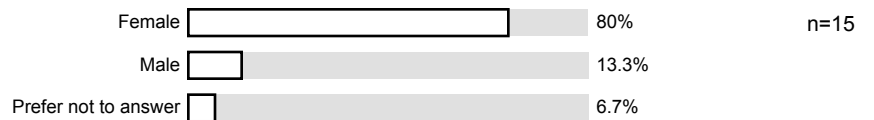
4.5) Based on the professor's expectations, how often were you fully prepared for class?



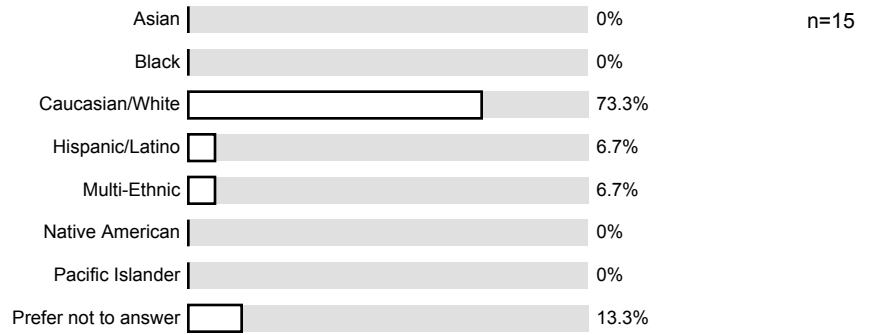
4.6) I believe my final grade in this course will be:



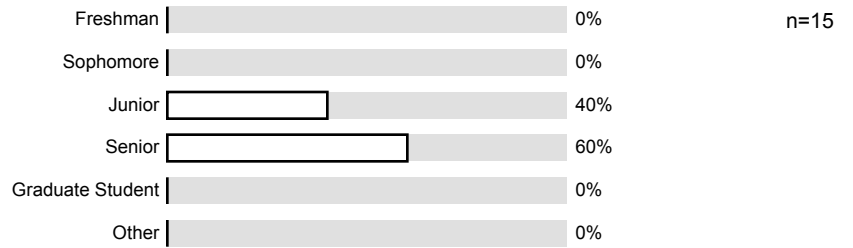
4.7) I am:



4.8) I consider myself to be:

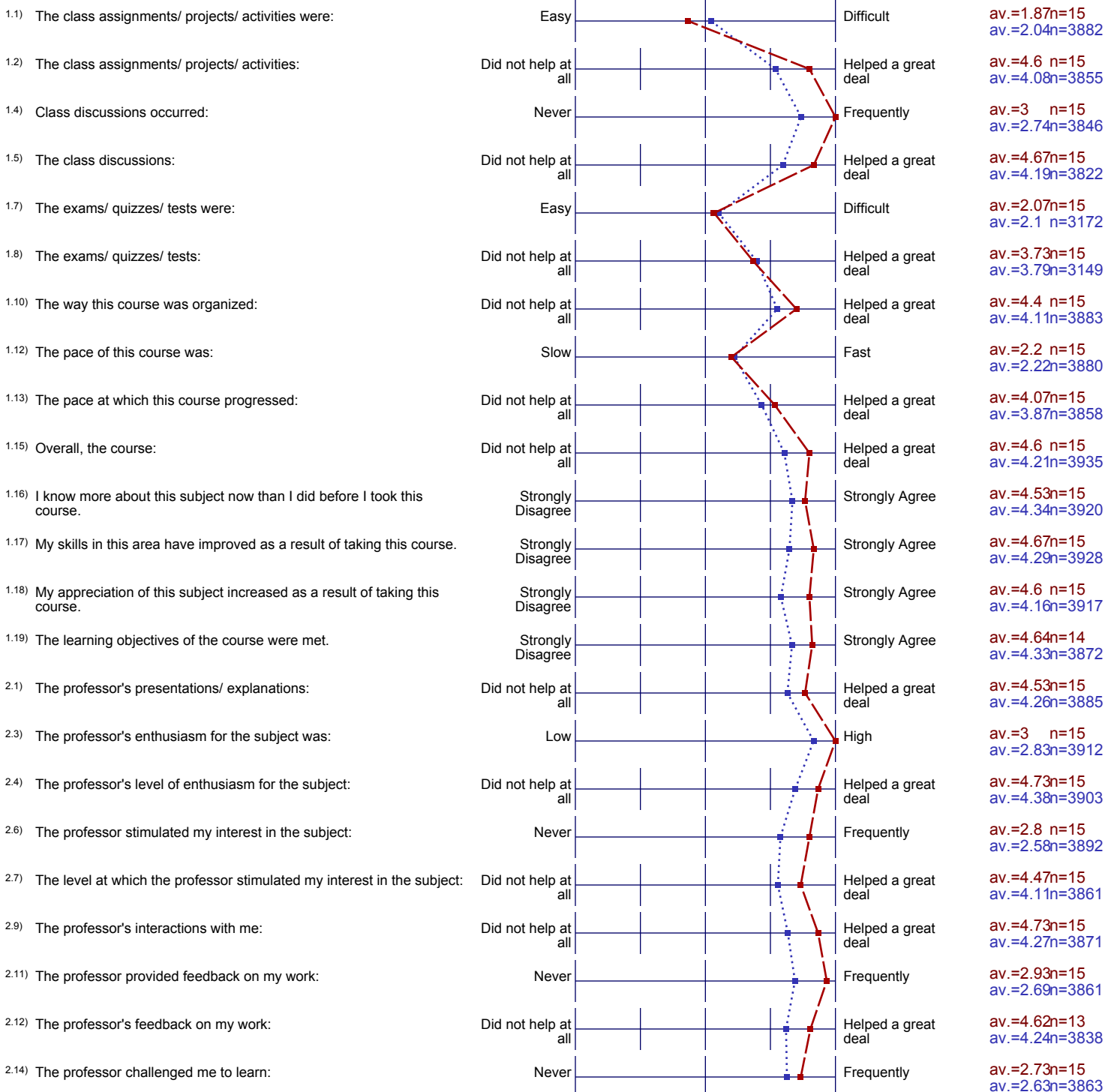


4.9) My current status at UT is:

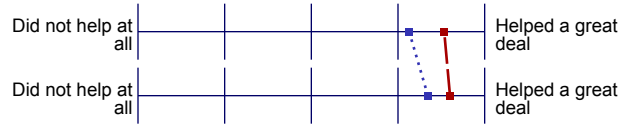


Profile

Subunit: College of Arts & Letters (CAL)
 Name of the instructor: Juliet Davis
 Name of the course: WRITING FOR ADVERTISING (W)X-L (COM383KFA2010)
 (Name of the survey)
 Comparative line: FA 2010 14 wk CAL all courses

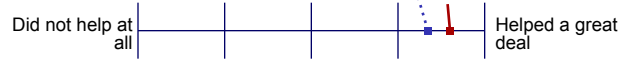


2.15) The level at which this professor challenged me to learn:



av.=4.53n=15
av.=4.13n=3843

2.17) Overall, the professor:



av.=4.6 n=15
av.=4.35n=3743

Comments Report

1. THE COURSE

1.3) Comments on class activities:

- Assignments were engaging and interactive. Really enjoyed doing them.
- Great projects. Loved how we got to do the majority of the projects in groups too- really stimulated creativity
- I loved how everything was group oriented. We also went over each others work and got feedback from teachers and students.
- Teacher was very helpful and gave plenty of guidance for what was expected with the assignments.
- Working in groups on the activities and projects help me understand the material better and I was able to creatively communicate my ideas within a group. It allowed for situations similar to those in the real world.

1.6) Comments on class discussions:

- Fun and interesting discussions
- We all participated in class.

1.9) Comments on exams/ quizzes/ tests:

- Covered a great amount of material but fair if you studied
- I enjoyed not having too many exams or quizzes because the class focused on the hands on work that was done in class. Was more focused on how we understood the material based on our projects outcome not what we can remember from a book.
- Projects helped more than quizzes.

1.11) Comments on course organization:

- Organization was spread out and easy to understand
- Perfect for a once a week class

1.14) Comments on course pace:

- Knew what to expect every class
- Perfect
- Remained the same pace throughout the course. Made it much easier to keep up with assignments and homework.

2. THE PROFESSOR

2.2) Comments on presentations/ explanations:

- Real life terms and real life experience
- had feedback from her and studtens

2.5) Comments on enthusiasm:

- Definitely loves what she does and wanted us to love it too!
- She knew a lot about the industry and it showed through her teachings.
- You could sense just from the professor's enthusiasm that she enjoyed what she did and was confident in the subject. It also helped motivate me to get into the work.

2.8) Comments on interest stimulated:

- I have a new-found appreciation for this subject. Really glad I took this class

2.10) Comments on interactions:

- Always available to help

2.13) Comments on feedback:

- Feedback was great and occurred often
- She was always available to feedback and gave honest and constructive advice on any rough drafts we turned in.
- helped a great deal

2.16) Comments on challenge:

- Encouraged us to try our hardest
- She always encouraged us to push our work a little further, which I found to be very helpful

3. Additional comments

3.1) What aspect(s) of your **classroom experience (course, professor, etc.)** helped your learning most?

- - Print Ads/ portfolio
- - Merchants of Cool
- - Amazing class discussions and critiques
- I liked how everything was group work and we discussed in class. this is what the real advertising world is like.
- I loved that during every class we were able to get feedback on our projects from Prof. Davis and my other classmates.
- The aspect of the class experience that helped my learning the most was the group projects. I was able to work as a team and get feedback from my team members.
The powerpoints at the beginning of the class were also very helpful. They were descriptive yet straight to the point.
- The group work set up real life situations where we will be working with creative teams to design advertising concepts and campaigns, so I found that to be very helpful.
- The professor's interaction with the students and the feedback on projects helped with the learning of the subject.
- Working in groups and brainstorming with others to come up with original ideas

3.2) What aspect(s) of your **classroom experience (course, professor, etc.)** could have been changed to help your learning?

- -Shorter breaks
- I honestly would not change anything with the class.
- I really enjoyed the class and don't think that anything needs to be changed.
- Nothing
- Some individual projects in conjunction with group projects