



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 (COM383LSP2011) 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](mailto:class.climate@ut.edu).

Thank you

# Juliet Davis

WRITING FOR ADVERTISING (W)X-L (COM383LSP2011) (COM383LSP2011)  
 No. of responses = 18



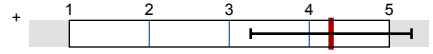
## Overall indicators

Global Index



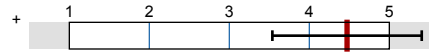
av.=4.37  
dev.=0.97

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



av.=4.27  
dev.=1.01

2. THE PROFESSOR ( $\alpha = 0.95$ )

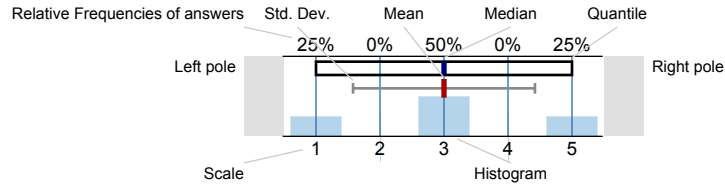


av.=4.47  
dev.=0.93

## Survey Results

Legend

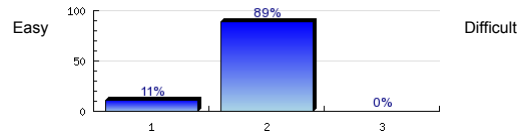
Question text



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

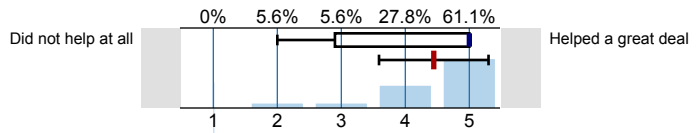
## 1. THE COURSE

1.1) The class assignments/ projects/ activities were:



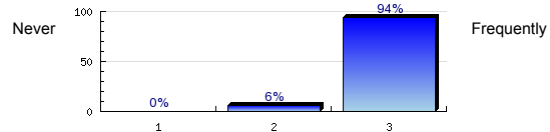
n=18  
 av.=1.89  
 md=2  
 dev.=0.32

1.2) The class assignments/ projects/ activities:



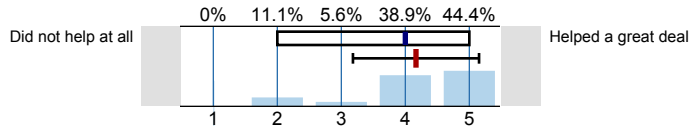
n=18  
 av.=4.44  
 md=5  
 dev.=0.86

1.4) Class discussions occurred:



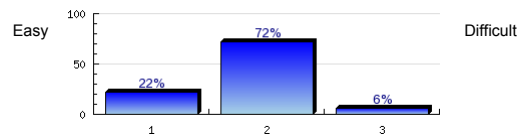
n=17  
 av.=2.94  
 md=3  
 dev.=0.24

1.5) The class discussions:

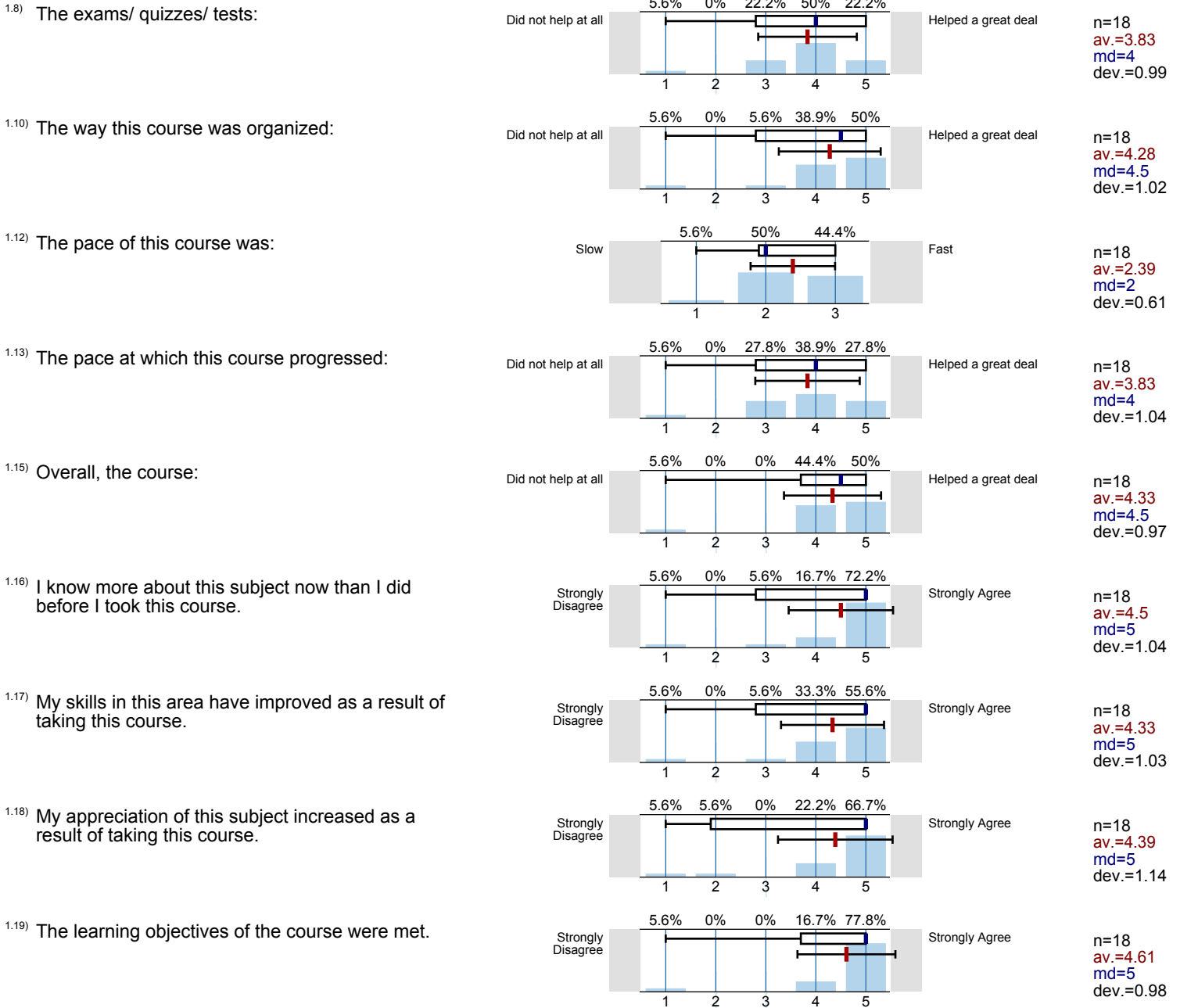


n=18  
 av.=4.17  
 md=4  
 dev.=0.99

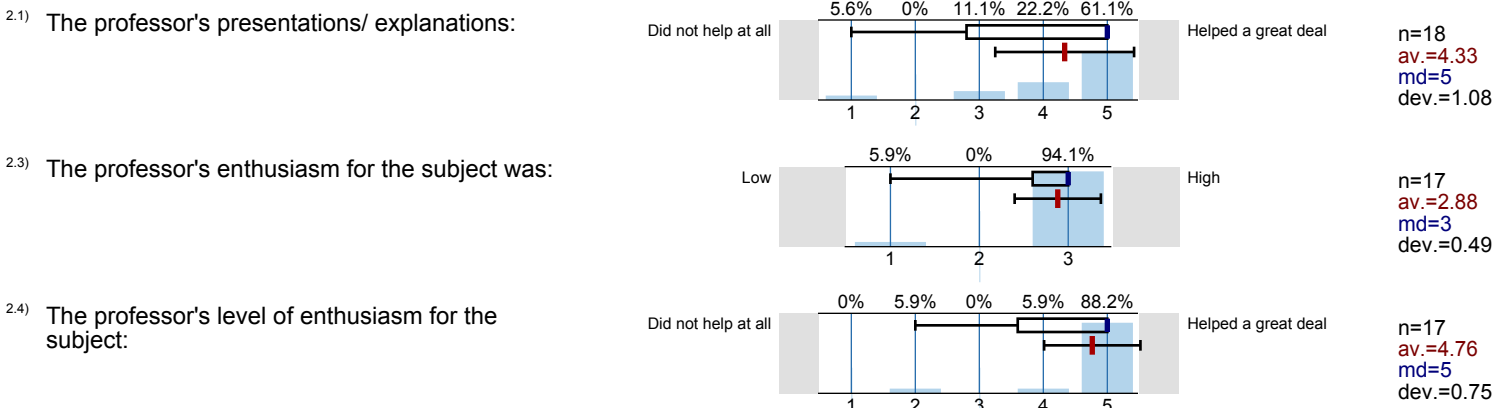
1.7) The exams/ quizzes/ tests were:

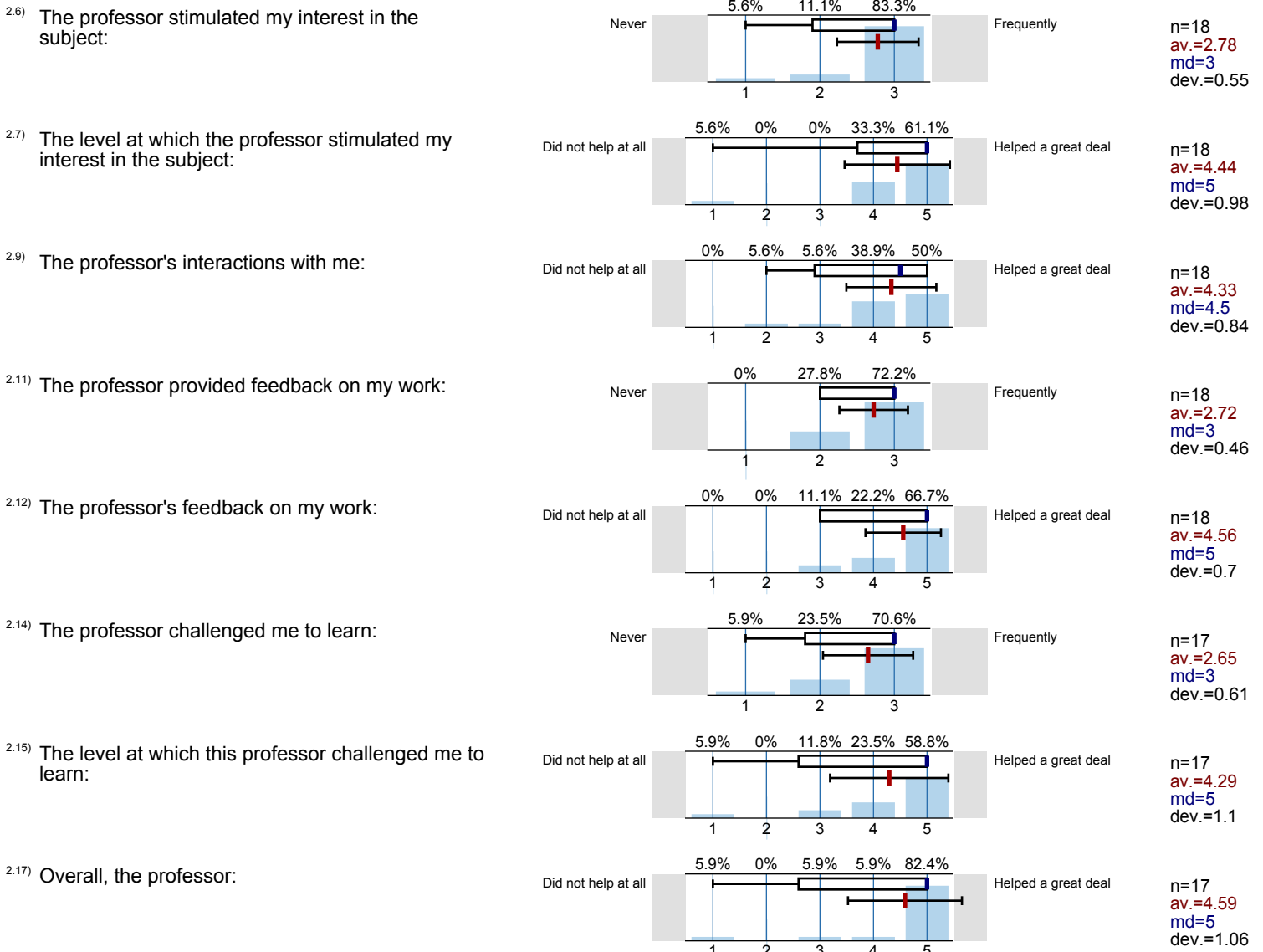


n=18  
 av.=1.83  
 md=2  
 dev.=0.51

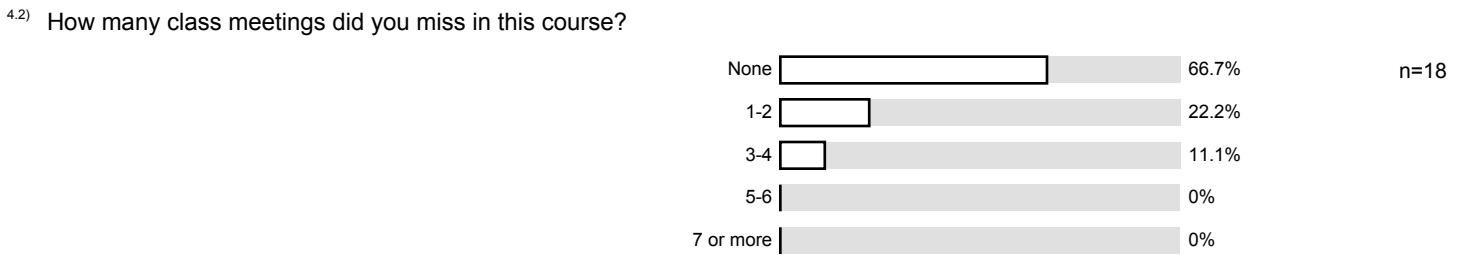
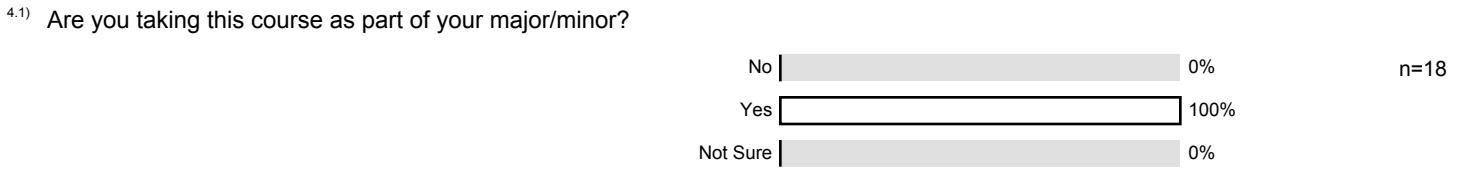


## 2. THE PROFESSOR

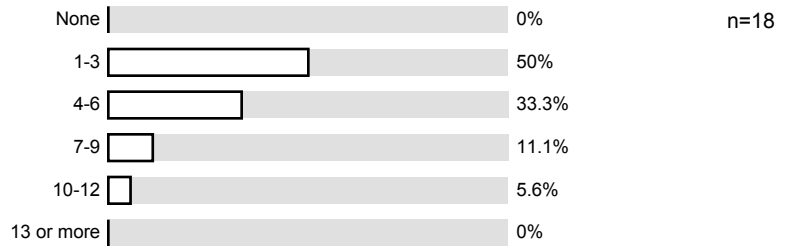




**4. THE STUDENT**



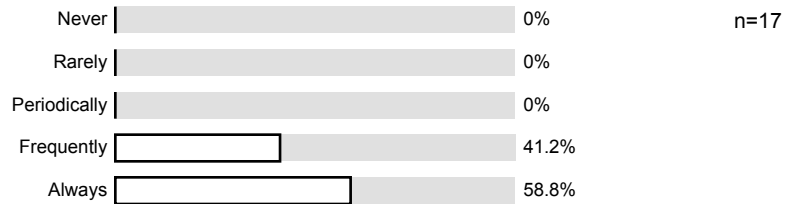
4.3) Approximately how many hours *per week* did you spend on this course outside of the classroom?



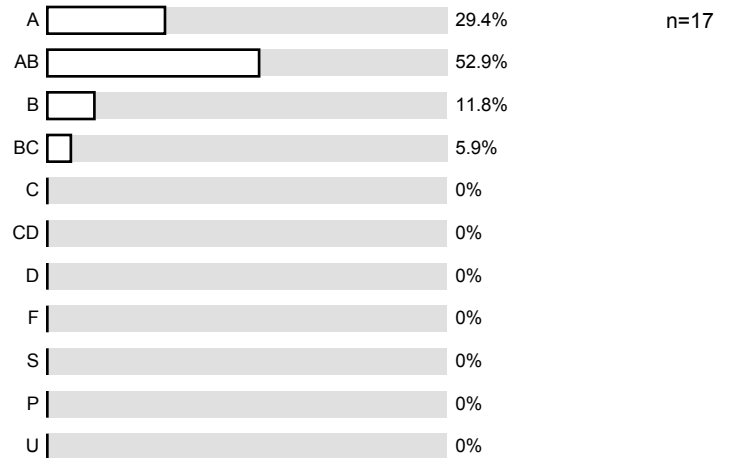
4.4) How often did you seek the professor's assistance?



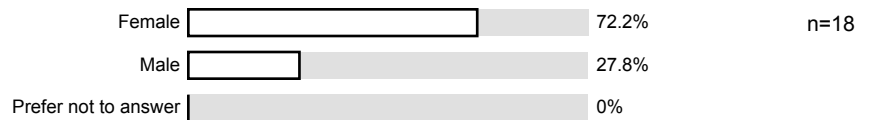
4.5) Based on the professor's expectations, how often were you fully prepared for class?



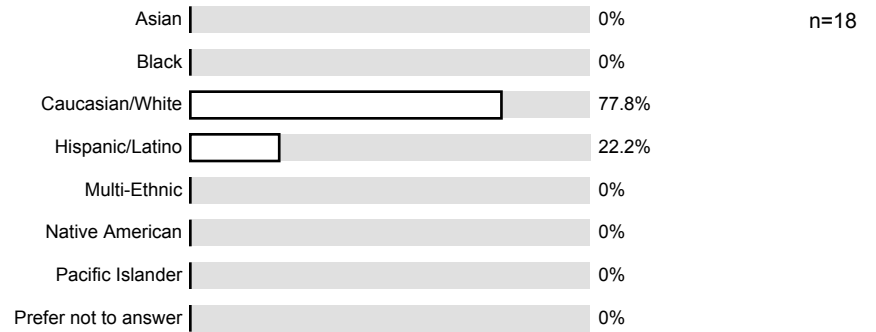
4.6) I believe my final grade in this course will be:



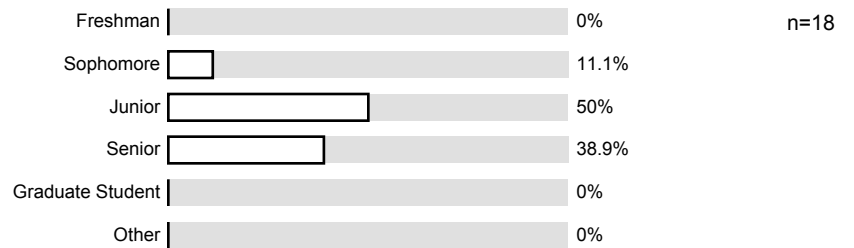
4.7) I am:



4.8) I consider myself to be:

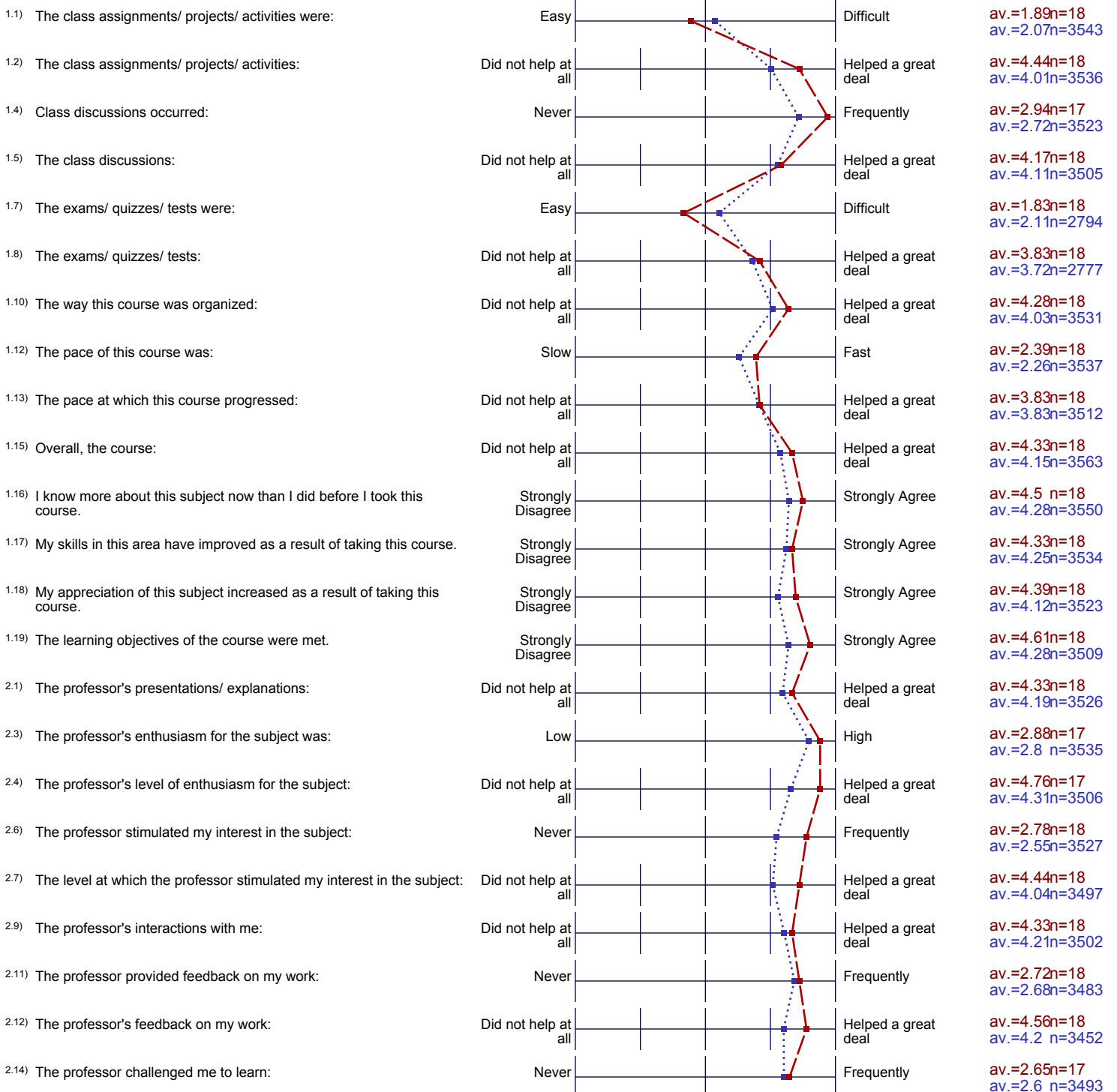


4.9) My current status at UT is:

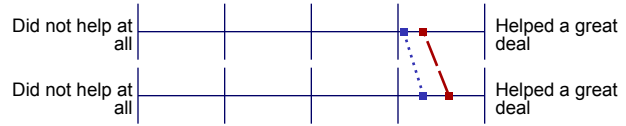


# Profile

Subunit: College of Arts & Letters (CAL)  
 Name of the instructor: Juliet Davis  
 Name of the course: WRITING FOR ADVERTISING (W)X-L (COM383LSP2011)  
 (Name of the survey)  
 Comparative line: CAL SP 2011 All Courses

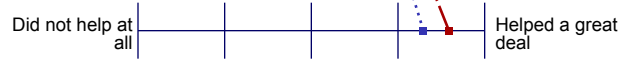


2.15) The level at which this professor challenged me to learn:



av.=4.29n=17  
av.=4.07n=3488

2.17) Overall, the professor:



av.=4.59n=17  
av.=4.29n=3383



Comments Report
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1. THE COURSE
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## 1.3) Comments on class activities:

- I enjoyed each project and believe they were all very useful towards the growth of my education/career.
- I thought all of our assignments were relevant. I enjoyed the fact that none of it was "busy work" or intended to just give us "something to do"
- It was great to work in a group, maybe not for so many projects though.
- One of the class activities we did was engage in critiques of eachother's work. This helped a great deal because it gave us feedback on our work before we handed in the final piece.
- Relevant to class material.
- They were awesome I really enjoyed doing them.
- The group projects of this class were frustrating. For students who work and have a career it is difficult to meet at times that are easier for students on campus. More individual projects should be given instead of group projects.
- We shared our projects and Ideas with our peers.
- very hands on, the group work helped a lot

## 1.6) Comments on class discussions:

- Again, this is regarding feedback. It definitely helped and gave our group many new ideas and perspectives.
- All were straight to the point and informational.
- Discussion was to the point and easy to relate with.
- More teacher responses to work would be ideal but it was good to learn how to critique.
- Though a lot of the discussion in class was lecture stemming from PowerPoint presentation, I thought that our class critiques were great. It gave us all an opportunity to learn from others mistakes and make our advertisements better.
- Very helpful for me personally because I felt it helped me learn the material better.
- gave great feedback

## 1.9) Comments on exams/ quizzes/ tests:

- Exams were challenging enough to grasp the full understanding on what we have been taught
- I felt that the multiple choice questions were challenging and it is required that you study well before taking the exams. I liked that part of the exam we were able to take home for more time, ex, for creating advertisement drafts.
- I liked the exams. They were not very difficult but contained alot of information. I did very well.
- Though some of the questions on the Midterm exam were "tricky" when we were told they wouldn't be intentionally "trick questions", I liked that we were allowed to openly express our opinions on specific questions.
- the midterm had all the info we learned on it, no other quizzes

## 1.11) Comments on course organization:

- Having a whole semester of group work wasn't very beneficial at all, working alone would have let me learn more and use my creativity and learning skills
- I was well organized. Our professor did well preparing out classes for maximum learning.
- Professor Davis was incredibly democratic in the conduct of her course. If there was a problem, we were encouraged to voice our opinions. We were also allowed to vote on certain things which I thought was great.

- To many group projects.
- Very organized in terms of the syllabus, and what was expected for the particular day.
- very discussion oriented

1.14) Comments on course pace:

- I felt comfortable with the pace of the class and I feel it helped me learn better. We were never rushed and for all of the assignments we were given the appropriate amount of time.
- It would have been better to present this class twice a week instead of once.
- Moved a little too fast, but it was a once a week course so that is expected to stay on top of assignments.
- our class schedule was extremely flexible. I never once felt overwhelmed and I always had adequate time to complete my assignments to the best of my ability
- projects due each week

## 2. THE PROFESSOR

2.2) Comments on presentations/ explanations:

- Her PowerPoints were clear and not boring. She had great examples of real-life, current advertisements that aided in the explanation of the subject we were learning.
- One of the most interesting and informative professors I have ever had. Very down to earth, and does not make you feel uncomfortable if you do not know an answer.
- Presentations were very good and the professor was very knowledgeable
- The presentations went very well. We had technical difficulties a little bit but besides that, everything went well.
- her powerpoints were very helpful but I would have liked to see more feedback from the professor

2.5) Comments on enthusiasm:

- I can tell our professor was very enthuthiastic about the subject
- I can tell that she really loves what she does, and is in her element.
- Professor was very excited about waht she taught which made learning more effective.
- You can tell Professor Davis loves what she does. The fact that she incorporates what she teaches us into her own professional website (which we used on a daily basis) showed me that this isn't just a "side job" for her.
- she was always happy to be in class and help us

2.8) Comments on interest stimulated:

- After taking this course I have developed an interest in the advertising field in terms of creative development.
- I used to lean more towards Public Relations and this class helped me to realize I would rather to copy writing!
- she asked questions often and made

2.10) Comments on interactions:

- Great feedback and gives interesting ways of looking at the target audience.
- Had meeting with are groups to guide us in fulling are potential.
- It was always fun to be in class with Juliet Davis. She very friendly and conversational.
- She was always available for conversation via email and during/outside of class.

- group meeting helped a great deal but she could have been more timely with responding to e-mails

2.13) Comments on feedback:

- GAve us feedback as a group and not as individuals.
- I would liked to see more feedback from the professor as opposed to just class feedback
- Our professor always provided great feedback on all our projects
- She always left lots of comments and was willing to help me improve in any way.
- we were constantly writing and re writing after receiving feedback

2.16) Comments on challenge:

- She pushes us to exceed boundaries.

### 3. Additional comments

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

- Brainstorming in class
- Class critiques and feedback always helped.
- Doing the individual work help me learn the best. Also the presentations were helpful.
- Group projects helped a lot because it was what would be expected in the work field. Feedback from the professor helped a lot but it was sometimes hard to do a project that the professor liked but still get an average grade on it.
- I learned mostly how to create an effective headline and body copy.
- It was a very effective and fun learning experience. I enjoyed all of the hands on activities and projects.
- Our pacing and timing of the class. Although it was a 6-950 class, we were never there the entire time. She planned it so we can have group projects to do during that time.
- That it was held once a week. The time allowed for discussion/lecture, and also time for our personal work.
- The classroom environment was fun and comfortable which helped the learning experience.
- The critiques helped quite a bit. Also, just feeling comfortable and being able to expres ourselves openly in the classroom was a great feeling.
- group work was very valuable, and prof. davis was extremely enthusiastic and personable, making class very enjoyable and motivating students to do well.
- the critiques, professor feedback and revisions.

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

- I think something that could help would be more feedback from the teacher and more group meetings with the teacher.
- I would change the grading scale. I personally think I actively participated in class and in my group but the grade my group ads got were B's. I would modify the grading scale so it is easier to achieve that A/B and not just end up with a B, even though a person gets an 89%.
- I would have liked more feedback from the professor vs the students and would have liked a different grading system for portfolios etc.
- Maybe the pace could have been slowed down a little, for example, with the last project.
- Nothing much, I say the class was well planned.
- Slower pacing
- The group activities were useless. My group in particular for the final project had no communication with me at all. For instance, I sent in my part of the final project and have not heard from them. I have e-mailed for the last week and have gotten no feedback . I offered to help with anything they need and heard nothing. Individual work would allow us to work better without worrying about other people.

- Working individually more often would have helped because I felt sometimes I did not get to work using only my creative process without the involvement of others.
- n/a