

# Students' Teaching Evaluations

## Overall Mean Scores of Teaching Effectiveness Questions

From 1994 to Present

Dr. Boonghee Yoo

<u>Institution</u>	<u>Course Number</u>	<u>Course Title</u>	<u>Date Taught</u>	<u>Mean Score</u>
<b>YEAR 1993-1994 (1<sup>st</sup> Year of University Teaching)</b>				
Georgia State University	MK420	Marketing Research	Winter 1994	4.7/5.0 <sup>a</sup>
<b>YEAR 1994-1995 (2<sup>nd</sup> Year)</b>				
Georgia State University	MK420	Marketing Research	Summer 1994	3.9/5.0
Georgia State University	MK301	Marketing Principles	Winter 1995	4.3/5.0
Georgia State University	MK420	Marketing Research	Spring 1995	4.1/5.0
<b>YEAR 1995-1996 (3<sup>rd</sup> Year)</b>				
Georgia State University	MK301	Marketing Principles	Fall 1995	4.2/5.0
Georgia State University	MK301	Marketing Principles	Fall 1995	4.3/5.0
Georgia State University	MK301	Marketing Principles	Winter 1996	4.0/5.0
Georgia State University	MK301	Marketing Principles	Winter 1996	4.6/5.0
Georgia State University	MK301	Marketing Principles	Spring 1996	4.3/5.0
Georgia State University	MK301	Marketing Principles	Spring 1996	4.6/5.0
<b>YEAR 1996-1997 (4<sup>th</sup> Year)</b>				
Chicago State University	MKTG378	Consumer Behavior	Fall 1996	4.9/5.0 <sup>b</sup>
Chicago State University	MKTG380	Marketing Management	Fall 1996	4.9/5.0
Chicago State University	MKTG383	Marketing Research	Fall 1996	4.9/5.0
Chicago State University	MGMT251	Organizational Behavior	Fall 1996	4.8/5.0
Chicago State University	MKTG276	Marketing Principles	Spring 1997	4.8/5.0
Chicago State University	MKTG276	Marketing Principles	Spring 1997	5.0/5.0
Chicago State University	MKTG276	Marketing Principles	Spring 1997	5.0/5.0
Chicago State University	MGMT103	Introduction to Business	Spring 1997	4.7/5.0
Chicago State University	INSY226	Decision Analysis	Spring 1997	4.8/5.0
Chicago State University	MKTG383	Marketing Research	Summer 1997	4.6/5.0
<b>YEAR 1997-1998 (5<sup>th</sup> Year)</b>				
Chicago State University	MKTG276	Marketing Principles	Fall 1997	4.7/5.0
Chicago State University	MKTG378	Consumer Behavior	Fall 1997	4.9/5.0
Chicago State University	MKTG383	Marketing Research	Fall 1997	4.9/5.0
Chicago State University	MKTG387	New Product Development	Fall 1997	5.0/5.0
Chicago State University	MKTG276	Marketing Principles	Spring 1998	4.4/5.0
Chicago State University	MKTG276	Marketing Principles	Spring 1998	4.8/5.0
Chicago State University	MKTG276	Marketing Principles	Spring 1998	5.0/5.0
Chicago State University	MKTG380	Marketing Management	Spring 1998	4.9/5.0
Chicago State University	INSY200	Business Statistics	Spring 1998	4.6/5.0
Chicago State University	INSY224	Operations Management	Spring 1998	4.9/5.0
Chicago State University	MKTG276	Marketing Principles	Summer 1998	N/A
Chicago State University	MKTG378	Consumer Behavior	Summer 1998	N/A

St. Cloud State University	MKTG320	Introduction to Marketing	Summer 1998	N/A
St. Cloud State University	MKTG321	Consumer Behavior	Summer 1998	N/A

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**YEAR 1998-1999 (6<sup>th</sup> Year)**

St. Cloud State University	MKTG320	Introduction to Marketing	Fall 1998	1.7/5.0 <sup>c</sup>
St. Cloud State University	MKTG322	Marketing Information and Research	Fall 1998	2.8/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Fall 1998	2.4/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Spring 1999	2.1/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Spring 1999	1.9/5.0
St. Cloud State University	MKTG402	Product and Price Management	Spring 1999	1.7/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Summer 1999	2.1/5.0
St. Cloud State University	MKTG402	Product and Price Management	Summer 1999	2.4/5.0

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**YEAR 1999-2000 (7<sup>th</sup> Year)**

St. Cloud State University	MKTG322	Marketing Information and Research	Fall 1999	1.9/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Fall 1999	1.9/5.0
St. Cloud State University	MKTG402	Product and Price Management	Fall 1999	1.7/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Spring 2000	1.5/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Spring 2000	1.6/5.0
St. Cloud State University	MKTG402	Product and Price Management	Spring 2000	1.4/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Summer 2000	1.8/5.0
St. Cloud State University	MKTG402	Product and Price Management	Summer 2000	1.5/5.0

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**YEAR 2000-2001 (8<sup>th</sup> Year)**

St. Cloud State University	MKTG322	Marketing Information and Research	Fall 2000	1.8/5.0
St. Cloud State University	MKTG402	Product and Price Management	Fall 2000	1.9/5.0
St. Cloud State University	MKTG402	Product and Price Management	Fall 2000	1.7/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Spring 2001	2.3/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Spring 2001	2.0/5.0
St. Cloud State University	MKTG402	Product and Price Management	Spring 2001	1.9/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Summer 2001	1.8/5.0
St. Cloud State University	MKTG402	Product and Price Management	Summer 2001	2.0/5.0

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**YEAR 2001-2002 (9<sup>th</sup> Year)**

St. Cloud State University	MKTG322	Marketing Information and Research	Fall 2001	2.2/5.0
St. Cloud State University	MKTG402	Product and Price Management	Fall 2001	2.0/5.0
St. Cloud State University	MKTG402	Product and Price Management	Fall 2001	2.0/5.0
St. Cloud State University	MKTG402	Product and Price Management	Spring 2002	1.6/5.0
St. Cloud State University	MKTG625	Advanced Marketing Research	Spring 2002	2.7/5.0
St. Cloud State University	MKTG322	Marketing Information and Research	Summer 2002	N/A
St. Cloud State University	MKTG402	Product and Price Management	Summer 2002	N/A

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**YEAR 2002-2003 (10<sup>th</sup> Year)**

Hofstra University	MKT144	Marketing Research	Fall 2002	1.7/5.0 <sup>d</sup>
Hofstra University	MKT175	Marketing Planning and Product Strategies	Fall 2002	1.9/5.0
Hofstra University	MKT175	Marketing Planning and Product Strategies	Fall 2002	1.7/5.0
Hofstra University	MKT245	Research for Marketing Decisions	Fall 2002	2.0/5.0
Hofstra University	MKT144	Marketing Research	Spring 2003	2.2/5.0
Hofstra University	MKT175	Marketing Planning and Product Strategies	Spring 2003	2.2/5.0
Hofstra University	MKT207	Marketing Management	Spring 2003	3.2/5.0
Hofstra University	MKT101	Principles of Marketing	Summer 2003	N/A
Hofstra University	MKT101	Principles of Marketing	Summer 2003	N/A

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**YEAR 2003-2004 (11<sup>th</sup> Year)**

Hofstra University	MKT144	Marketing Research	Fall 2003	1.7/5.0
Hofstra University	MKT207	Marketing Management	Fall 2003	2.4/5.0
Hofstra University	MKT245	Research for Marketing Decisions	Fall 2003	1.4/5.0
Hofstra University	MKT101	Principles of Marketing	January 2004	N/A
Hofstra University	MKT144	Marketing Research	Spring 2004	1.1/5.0
Hofstra University	MKT144	Marketing Research	Spring 2004	2.4/5.0
Hofstra University	MKT170	International Marketing	Spring 2004	1.4/5.0
Hofstra University	MKT170	International Marketing (At Erasmus Univ.)	Summer 2004	N/A
Hofstra University	MKT101	Principles of Marketing	Summer 2004	N/A

**YEAR 2004-2005 (12<sup>th</sup> Year)**

Hofstra University	MKT101	Principles of Marketing	Fall 2004	1.5/5.0
Hofstra University	MKT101	Principles of Marketing	Fall 2004	1.6/5.0
Hofstra University	MKT257	Cross-Cultural Consumer Behavior	Fall 2004	1.4/5.0
Hofstra University	MKT101	Principles of Marketing	January 2005	N/A
Hofstra University	MKT101	Principles of Marketing	Spring 2005	1.5/5.0
Hofstra University	MKT144	Marketing Research	Spring 2005	1.4/5.0
Hofstra University	MKT245	Research for Marketing Decisions	Spring 2005	1.8/5.0
Hofstra University	MKT101	Principles of Marketing	Summer 2005	N/A
Hofstra University	MKT101	Principles of Marketing	Summer 2005	N/A
Hofstra University	MKT101	Principles of Marketing	Summer 2005	N/A

**YEAR 2005-2006 (13<sup>th</sup> Year)**

Hofstra University	MKT101	Principles of Marketing	Fall 2005	1.5/5.0
Hofstra University	MKT101	Principles of Marketing	Fall 2005	1.7/5.0
Hofstra University	MKT144	Marketing Research	Fall 2005	1.5/5.0
Hofstra University	MKT101	Principles of Marketing	January 2006	N/A
Hofstra University	MKT101	Principles of Marketing	Spring 2006	1.7/5.0
Hofstra University	MKT245	Research for Marketing Decisions	Spring 2006	2.6/5.0
Hofstra University	MKT257	Cross-Cultural Consumer Behavior	Spring 2006	2.3/5.0
Hofstra University	MKT101	Principles of Marketing	Summer 2006	N/A
Hofstra University	MKT101	Principles of Marketing	Summer 2006	N/A

**YEAR 2006-2007 (14<sup>th</sup> Year)**

Hofstra University	MKT101	Principles of Marketing	Fall 2006	2.0/5.0
Hofstra University	MKT101	Principles of Marketing	Fall 2006	2.1/5.0
Hofstra University	MKT144	Marketing Research	Fall 2006	2.3/5.0
Hofstra University	MKT101	Principles of Marketing	January 2007	N/A
Hofstra University	MKT101	Principles of Marketing	Spring 2007	1.9/5.0
Hofstra University	MKT144	Marketing Research	Spring 2007	2.1/5.0
Hofstra University	MKT245	Research for Marketing Decisions	Spring 2007	2.1/5.0
Hofstra University	MKT101	Principles of Marketing	Summer 2007	N/A
Hofstra University	MKT101	Principles of Marketing	Summer 2007	N/A

**YEAR 2007-2008 (15<sup>th</sup> Year)**

Hofstra University	Research Leave (Sabbatical)		Fall 2007	N/A
Hofstra University	MKT101	Principles of Marketing	January 2008	N/A
Hofstra University	MKT144	Marketing Research	Spring 2008	2.7/5.0
Hofstra University	MKT144	Marketing Research	Spring 2008	2.3/5.0
Hofstra University	MKT245	Research for Marketing Decisions	Spring 2008	1.8/5.0
Hofstra University	HUHC021	Consumer Behavior Honors Seminar	Spring 2008	1.2/5.0
Hofstra University	MKT101	Principles of Marketing	Summer 2008	N/A
Hofstra University	MKT101	Principles of Marketing	Summer 2008	N/A

**YEAR 2008-2009 (16<sup>th</sup> Year)**

Hofstra University	MKT101	Principles of Marketing	Fall 2008	In progress
Hofstra University	MKT144	Marketing Research	Fall 2008	In progress
Hofstra University	MKT144	Marketing Research	Fall 2008	In progress
Hofstra University	MKT101	Principles of Marketing	January 2008	Planned

Hofstra University	MKT101	Principles of Marketing	Spring 2009	Planned
Hofstra University	MKT144	Marketing Research	Spring 2009	Planned
Hofstra University	MKT144	Marketing Research	Spring 2009	Planned

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<sup>a</sup>Mean of the 35 evaluative items of Georgia State: (1) Not descriptive at all and (5) Very descriptive.

<sup>b</sup>Mean of the 11 evaluative items of Chicago State: (1) Almost never, (2) Seldom, (3) Sometimes, (4) Frequently, and (5) Almost always.

<sup>c</sup>Mean of the 9 evaluative items of St. Cloud State: (1) Excellent, (2) More than adequate, (3) Adequate, (4) Less than adequate, and (5) Unsatisfactory

<sup>d</sup>Overall Evaluation of Instructor and Course as the mean of the 8 evaluative items of Hofstra University: Five-point semantic differential scales anchored on (1) Outstanding and (5) Poor.

N/A not applicable because teaching was not evaluated during the transition period or because Hofstra University does not evaluate summer or January session classes.