

**Session/Course Title: Principles of Marketing**  
**Date: Friday, September 1<sup>st</sup>, 2005 @ 11:00**  
**Instructor's Name: S. Hayes**

3.) Suggestions for ways to design the session to better meet needs

- Student involvement
- Maybe add some noise to PowerPoint
- Hard to pay attention after a while. Not so many walkthroughs just tell us what each website contains
- Less repetition
- How are you supposed to remember everything he shows you about using a specific research engine?
- Very fast, hard to remember which tabs to click to get to best information
- \_\_\_\_\_ to follow
- Did well
- Ask the students to read the 1<sup>st</sup> deliverable in advance

4.) Improvement of session handouts

- More instructions
- Say exactly what the strengths of each resource is
- Reduce content in summary with most important info
- Shorter PowerPoint/more step by step instructions printed out
- I was able to take notes, but it would be helpful if benefits of different sources were explained in handouts
- Tell what the different websites have on the slides
- They were excellent
- Make them available online
- Good organization
- Add more detail so you can better understand the search engines
- More concise
- Maybe some notes next to the names of the search products on the handouts
- Good
- Nothing
- Include more of the websites under the link you are providing
- List pathways in PowerPoint—there's a lot to remember

6.) Explanation of ratings and input for improvement

- The overall presentation was fine, but I believe that pictures, etc. could make it more interesting
- He did a good job
- I know where to look for info now

- Very well informed
- I'm not particularly computer savvy, but I was able to follow along. I thought it was well laid out
- Very informative—I had no idea where to find all of this info
- It was very straight forward, informative, and helpful
- More pictures, music, etc. to keep the attention
- It was very clear, helpful, and informative
- Useful but very long—could shorten up
- Because he helped us to navigate the necessary tools for our project and he allowed us to know who we needed to know when we need help
- Very informative and helpful
- Showed many resources at first to use for info
- The session left me feeling overwhelmed—move more slowly to explain material
- Maybe handout sheets with the good links we should hot on your website
- The speaker seemed a little self-important
- Great intro to the BIC and all of its uses
- Everything was well organized. The steps were clearly shown. I now feel confident to use the BIC
- It was very informative, I feel ready to start my research
- Very clear and informative; very helpful information
- More exciting—reduce dullness
- Taught me a lot about something I had absolutely no prior knowledge of
- Very useful. I'm a Senior Science-Business major and I wish I had known this earlier
- I thought it was extremely helpful and useful
- I would include a handout showing specific paths with the websites
- Zoned in and out a little bit
- I believe it is going to be extremely helpful
- Excellent material and content, however, because of the information amount it was a bit boring and tedious

#### Explanation of ratings

- He covered the materials thoroughly and explained them clearly as well
- He did an excellent job in helping us increase the amount of resources we will be able to use for our classes
- The instructor thoroughly explained the necessary information to understand the use of resources. Good Job!
- Maybe make it a bit shorter and more fast-paced
- Good, smooth presentation, showed all of the search engines and how they work
- Good instruction, helpful links

- No improvement. Spoke in laymen terms which was beneficial to a non computer guru
- Very knowledgeable and clear
- He explained things in a manner that was very easy to follow. He was very informative and well versed on the subject
- He did a great job giving us a lot of direction and help, but maybe it could have been directed toward our project a little more
- Good information, a lot of information, but add some noise/music to keep students awake
- Gave too many examples. Once again shorten speech
- He engaged the class in the presentation and he didn't speak at us using terms we might find difficult to understand, but rather he spoke to us to ensure our understanding
- He was very informative, well organized and very thorough
- Instructor understood the material very well, but did not take into account that this was the first time the students were seeing the material
- It was just very hard to really understand what links on the website we should focus on. Spent more time explaining how to get to site than important feature and where to go in site
- Not quite sure what was going on. For no information that doesn't seem important at this time
- He spoke very clearly and covered the material very well
- Everything was excellent but some things we moved through too fast
- The session was well set-up, thorough, and provided important information that I will be able to use for my class research project
- He was very organized and knew his material well
- Good. Gave examples. Is there a more interactive way to approach material
- PowerPoint often had links, but no specific website, so I do not know how to find certain things on the web
- I thought he did a fantastic job
- I think he did a very good job. He was easy to understand and interesting
- He did a good job. Not very interesting material. He made it able to pay attention to the stuff at least
- I believe he is a good instructor, but the session could be better if you clarify the web pages and how to find everything on the PowerPoint presentation
- Had a good sense of humor, clearly spoken, knew his stuff

#### Additional Comments:

- Thanks
- Very helpful and informative
- The only possible problem could be the overwhelming quantity of new information
- Thank you
- Excellent material and valuable source of information

Best method of communication about sessions being offered:

- E-mail (32)
- Observer Notice (1)
- Campus Mail (1)
- Phone (1)