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BA241 A & B

Prin of Marketing

M & W

ART INSTITUTE OF PORTLAND

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Local Code: 1800

What was the best element of this course?

- The best element of this course was the interaction we had with our instructor. She made it fun, exciting, and interesting to learn all that we could about Marketing.
- I think getting to work around and study real businesses and learn how they work from the inside out.
- I loved how Cyn had a really in-trend way of making examples regarding what we learning. She tied thing to the present and I appreciated that. I also liked how this course taught us about the online, on edge marketing strategies of today.
- The essays, they helped with reading and really having an understanding of the material.
- The lectures I think were actually pretty good.
- Complete the large audit assignment and having not be as bad it sounds.
- The variety of ways to learn about the subject. The teachers provided good lectures and reading material and also had us do a research project about one of the businesses in town to help further our knowledge on the subject.
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- the teacher, i was excited that cyn was teaching it.
- The opportunity to redo assignments if turned in on time. Also, the flow of homework was just right, not too much and not too little to where I feel I didn't gain anything.
- The personal touch on every subject matter. Why we were learning it and how it can help us in the long run.
- I really enjoyed how the big project we did directly related to a real life marketing project.
- Cyn is a great teacher and made learning about it fun and applied to real life companies that we had heard of.
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- Cyn was a great teacher, who explained things clearly and made herself very available as a resource through emails. She encouraged communication and truly critical analysis of subject matter and tests.
- The tests.
- Loved it! Cyn is great.

What was the best element of this course?

- Consistent assignments and feedback, updates and online notes available, quick response to emails
- This teacher makes the lecture time interesting and easy to comprehend. This teacher takes the time to ask questions that made us think and did not just feed us the answers.
- Cyn thoroughly covered the textbook by repeating material 3 different ways: lecture, discussion, quizzes(made you read the chapter) and papers. I feel like I will remember the subject matter better because of this.
- I think learning the marketing audit was the most interesting.
- The Professor...She had an awesome attitude and was quick and happy to help in or outside of class..
- Cyn. She's a great teacher, and made marketing more interesting.
- I thought Cyn was a really great teacher, always wanting to engage students in the learning process –and really encouraged us to share our ideas, which made for a really positive learning environment. It was comfortable, fun, and I learned a lot!
- Vodka Martini, shaken –not stirred
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- The teacher. Marketing isn't really an area of interest for me, but I found that I looked forward to this class most of the time (despite the 9 am start).
- I believe the best element of this course was the ecompanion website.It allowed for online quizzes, paper submission as well as doc sharing.
- The balance of the work load. It wasn't too much or too little. I learned a great amount of the subject in this course.
- The class was presented in a really good way. Although there was a lot of reading, it closely followed the lectures, and was actually a very interesting book. There were a lot of essays to write, but having 3 subjects to choose from was very nice, and gave a good variety.

What, if anything, would have made this course better?

- I cannot think of anything that could have made this course better!
- Stronger communication between instructor and students, about projects and assignments.
- If I could make a suggestion maybe it would be that we talked to industry professionals. Real life examples help me to apply the things I'm learning to the real world.
- Maybe more projects.
- Videos
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What, if anything, would have made this course better?

- When we were first assigned our project I had no idea who my group was, and we didn't actually ever talk until two weeks or so before the midterm was due. It would be nice if we met our groups on the day that the project was assigned, and had more time in class to meet. Also if the report is not a group project, I'd rather not have to present to the class as a group.
- Being more focused and interested in the course. The course overall was great but I didn't put forth my best effort and in turn suffered from it.
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- Maybe only have one presentation, rather than two. Or even 2 group presentations.
- I can't really think of anything, I didn't really enjoy the lecture every time but that is normal I think.
- More time spent on how to write business documents like a marketing audit.
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- I found the text book to be sort of a cheerleader for morally reprehensible companies, such as Walmart and GM. I believe that marketing at its best should serve humanity as they are the number one customer and companies that have shown a general disregard for the wellness of humanity and the environment should be called in to question and criticized. Even if their strategies are succesful, the cost of that success should also be analyzed.
- No group work.
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- more in depth quizzes and tests to make sure reading is being done
- More interaction with professionals in the field of Marketing.
- More guidance on the auditing report in terms of what was expected in each section
- maybe have other assignments besides papers and quizzes
- a field trip
- nothing.
- Less reading! But I guess that only would have made it a little easier....
- More Vodka, particularly Grey Goose
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What, if anything, would have made this course better?

- No presentations, one extra paper.
- Nothing. It is already a great course.
- The essays / marketing audit from week 6–8 gets a bit overwhelming. I think it would be nice to have the audit due week 5, and then skip a week before the next essay, or something so that there are not 3 papers due back to back.

Was eCompanion a positive or negative experience for you and why?

- eCompanion was both a positive and negative experience for me. I like having access to my grades in the class and i like being able to see my percentage throughout the class as the term progressed. However, i had trouble numerous times with submitting my assignments and often times they would become corrupt.
- Both. I think it is nice to simple click-to-turn in a project but it can sometimes be confusing to work with.
- It was great! I so appreciated how I could see a constant on my grade and it was a helpful tool to turning in assignments as well.
- Positive because it helped explain the assignment if I forgot.
- I actually liked it, except when I wasn't on my computer it was a bit of a hassle for me to remember how to find the page and login.
- It was good because it easy to turn in assignments and didn't require class time to take tests.
- I love the use of eCompanion. It helped to keep track of my grade. Stay on top of what was coming up and what was due in the upcoming weeks. I am very much computer oriented and a place online where I can keep track of my school work is great! I wish all of my courses took advantage of it!
- eCompanion was not a very good website to use, it has glitches that make it difficult to see grades or progress.
- i didn't like it so much, but it worked
- Positive, I was able to keep track of my grade very easily throughout the course. I wish more of my classes used ecompanion.
- At first negative, but once I got the hang of it I really enjoyed using e-companion.
- I really liked eCompanion, it was easily accessible, saved trees, and allowed me to look at my grade whenever I wanted. I wish more teachers would use eCompanion.
- eCompanion makes sense in what it tries to do –so it was a okay experience. My test scores were often messed up or not even there, but it wasn't really that big of deal.
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- Positive, particularly in provising notes, study material and allowing me to track my grade.

Was eCompanion a positive or negative experience for you and why?

- It was positive. It was easy.
- I loved it. It was a little tricky at first but I loved being able to check my grade right on the spot whenever I wanted. Also, having all my classmates email in there was really helpful too.
- eCompanion was not as user-friendly as turn-it-in.com, but it was very helpful to have access to our grades, doc-sharing, uploading, etc. The layout is lacking and there were glitches when viewing grades sometimes.
- A positive experience.
- positive
- Positive, I thought it was easy to use.
- in between...better than not
- Positive. I liked the quick feedback.
- Taking tests on eCompanion was awful. Not use friendly! I never knew which questions I was getting right or wrong –it was really frustrating. I did enjoy access to the gradebook, and also turning in assignments online.
- positive
- neutral–sometimes can be annoying
- Positive. Made for easy access to class information.
- see #48.
- It was a positive experience. Everything worked correctly and I had no technical problems.
- For this class, ecompanion worked well, it was nice to have all of the notes posted for the class for review.

Which eCompanion tools did you find most helpful?

- I found the Gradebook to be extremely helpful as well as having access to the instructor's notes, this allowed me to go back and review anything i may have missed in my own notes.
- Drop Box
- The grading area.
- The e-mail and numbered weeks.
- I really liked gradebook (except for the one time it glitched) and the lecture notes section.
- turn in part

Which eCompanion tools did you find most helpful?

- Just being able to see what is happening week by week, being able to view notes and other materials online. Everything really. I guess most of all the ability to track the course well since I'm not a paper planner kind of person.
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- the grade book
- The grade Tracker.
- The layout. I loved seeing my updated grade immediately. I liked handing in assignments online, rather than having to constantly be printing off hard copies.
- Class notes and gradebook.
- The gradebook.
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- The quiz part.
- Gradebook and Email
- doc-sharing and online notes and quizzes
- Doc Sharing, the drop box and email.
- I liked tracking my grade
- I liked the online quizzes and also being able to check our grades.
- grade book
- Gradebook.
- Gradebook.
- all of them
- Seeing grades at all times.
- The ability to turn in papers online and find class notes.
- assignment dropbox and gradebook.
- The gradebook so I could see where my grade was at all times and the description of what we were going to learn each week.

Which eCompanion tools did you find most helpful?

- weekly sections that had the class notes, as well as having the gradebook.

Some of the eCompanion tools used may have included class notes, gradebook, assignment dropbox, online quizzes, practice quizzes, file sharing and team discussion areas. Which eCompanion tools did you find least helpful?

- In my opinion, each eCompanion tool was useful in its own particular way. Each one had a unique purpose and accomplished that purpose.
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- Maybe the file sharing aspect. Little of the classmates used this portion.
- Team discussion areas, I never used it and I don't think many others used it either.
- I didn't even realize there was a team discussion area.
- chat
- I didn't really make use of the discussion area for this course. So I would say that would be least helpful, but it's not that it wasn't helpful, its just that we didn't use it. I found everything on eCompanion to be very helpful.
- Online quizzes have been very helpful, but eCompanion doesn't always grade them accurately.
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- team discussion areas.
- All worked well once I got the hang of them.
- I didn't really use the team discussion area, I mostly just contacted my teammates through email.
- I really didn't partake in most of these areas of eCompanion.
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- n/a
- team discussion
- n/a I found them all to be helpful in certain ways.
- grades were not always viewable
- We did not really use the team discussion area.
- email/team discussions

Some of the eCompanion tools used may have included class notes, gradebook, assignment dropbox, online quizzes, practice quizzes, file sharing and team discussion areas. Which eCompanion tools did you find least helpful?

- file sharing and team discussion, but we did use that to exchange articles for our paper.
- none
- team discussion.
- Quizzes.
- all of them
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- Discussion area. Never used it.
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- All tools were quite helpful.
- I liked having the quizzes online, but they were easy to forget about. I think opening them 1 day after class instead of 1 day before class would have been more helpful.

What specific problems, if any, did you experience when using eCompanion?

- I had problems with submitting assignments every once in a while. My documents would often become corrupt and confusing and then would appear as though i did not do a good job on the assignment or put any effort in to it.
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- No problems.
- Nothing.
- Once the gradebook recorded an essay grade as 98, not 98/100, and so my overall grade was still low. It was fixed within two days I think. Sometimes I had to poke around a lot to find a specific assignment, especially for long-term projects. I would keep expecting the assignment to be listed under the day it was assigned, not the day it was due (although that makes sense). It would be nice to have a separate "projects" tab/link.
- bad layout
- I didn't experience any problems with it.
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- none
- none.

What specific problems, if any, did you experience when using eCompanion?

- None, just familiarization.
- The only problem that I encountered with eCompanion was when I took the quiz. You have to access it within an hour of the deadline which I didn't think was necessary, if you can get to it before the deadline, even if it is 5 minutes, I think you should still be able to take it.
- My grades not showing up or being incorrect
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- n/a
- none.
- finding appropriate links was hard. Like "Submit An Assignment" is WAY too small and in a weird spot. It should be organized a little better but other than that it was fine.
- see above
- None.
- I'd like to be able to revisit quizzes and to delete posts instead of resubmitting versions in the same time frame
- none
- up to date grades...file transfers would sometimes not work
- none.
- No specific problems –just taking the quizzes online didn't help me figure out what I needed to work on.
- all of them
- submitting assignments
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- none
- None at all.
- none

Comments: Use the space provided in the text area below for your comments.

- I would just really like to take to his opportunity to thank Cyn Roberts. She did such an amazing job at teaching, listening, and helping me in any way she could. This was my first term here at Ai and because of Cyn Roberts, it was a great first term...thank you!

Comments: Use the space provided in the text area below for your comments.

- Teacher was great. She really made the class with her optimism and passion for teaching.
- I find Cyn a fantastic teacher. I have specifically chosen course that she is teaching because I find that I take so much away from her classes. I am grateful that AI has hires Mrs.Roberts and I find myself boasting about her at family dinners. I love her teaching style and I like how she balances having high standards with inspiring her students.
- I think that the course overall was a good one. The material was interesting and fun to learn about it for the most part. The only concern that I had was the project. It may be that I just didn't give it enough effort, but I feel that with the company that I choose I had some trouble finding information online. I choose a small local business and was unable to really find any good articles to support my paper. I feel that if I had chosen to research a larger company like Amazon or Amtrack that I would have been able to find a large amount of information. It is more likely my fault though since my classmates were able to do a much better job than I with their research.
- I felt the book lacked a lot of things we went over in class.
- I loved my instructor. She was extremely informative and helpful. I will definitely take as many courses from her that I can.
- I found this class to be intense, but good. Cyn is an excellent teacher and will help any student in any way she can. There was alot of coursework for this class, but not really anything too overwhelming.
- thanks cyn!
- Good teacher. She was enthusiastic about the material and presented with real life examples daily.
- I really like this teacher. I felt like for an introductory course in Marketing, we covered enough material to give us a good basic understanding. More information would have felt like we had to Major in Marketing.
- Overall I think Cyn is a good teacher and would take courses from her again.
- Professor Roberts rocks my kazbaa! Way to go..keep it up.
- Cyn is a great teacher. I have had her for four different classes, and she's always very helpful and enjoys what she does.
- no tell everybody what you wanna do come walk in my shoes and see how i'm livin if you really want to i've got my mind on my money and i'm not going nowhere so keep on gettin your paper keep on climbin look in the mirror and keep on shinin until the game ends until the clock stops we gonna post up on the top spot
- During class discussions, instructor tended to have conversations with students that did not pertain to the class; this was distracting. I did however enjoy her telling of personal experiences while she was in Japan. I would say the instructor was adequate. I say this mostly because at times she seemed less experienced in the subject matter as I would have expected.
- Ms. Roberts is an excellent instructor. I was engaged in class and it actually made me want to learn about marketing. I would definitely take another class from her.