



AALBORG UNIVERSITY
DENMARK

Teaching Evaluation

Fall 2017

MSc in International Marketing

1st Semester

Evaluation for the School of Business and Economics by student assistant Regitze Thimsen



Introduction

The evaluation is conducted during the fall semester 2017 and is distributed to the entire population. This evaluation consists of multiple individual evaluations on single modules, which are compiled in this teaching evaluation. The purpose of this is to give an overall overview of the students' impression of the teaching quality during each programme and each semester. Therefore this report gives an overview of the students' responses to all the modules they have participated in during the semester.

Content of the evaluation

This teaching evaluation consists of evaluations of the following modules

1. Strategic Marketing and Consumer Behaviour
2. E-Marketing/E-Commerce
3. Research Methodology

Each of the module evaluations consists of questions concerning the following topics

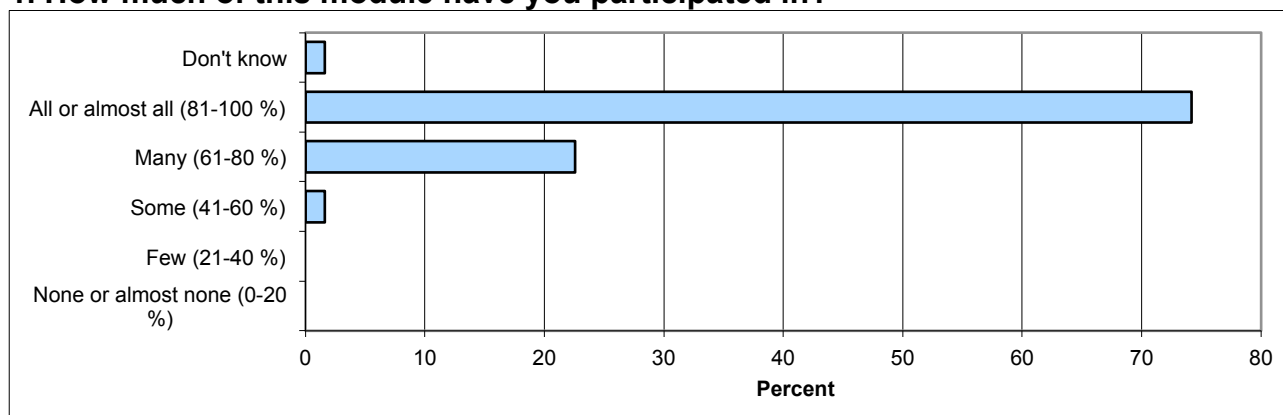
- The students' individual work load
- Curriculum
- The teachers
- Learning outcomes
- Additional



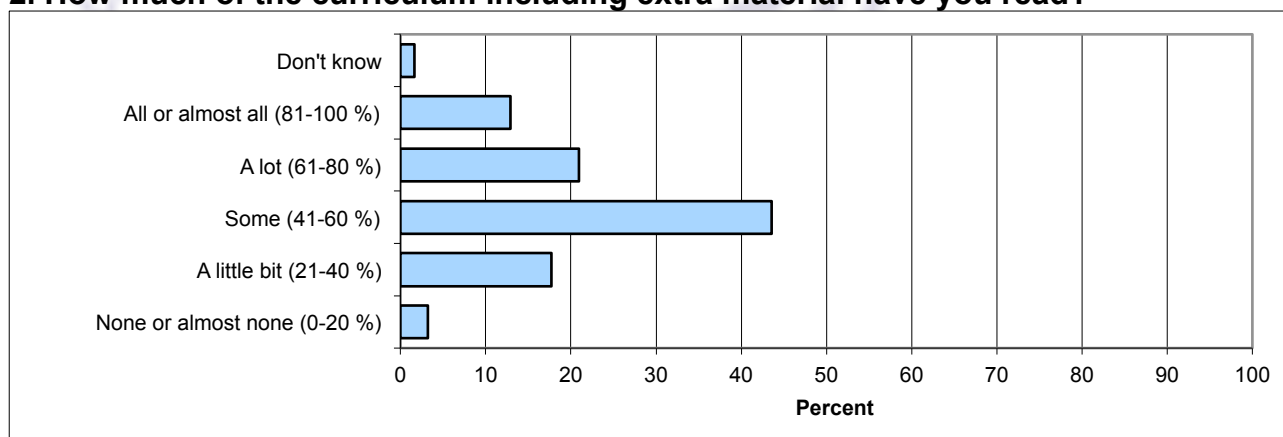


Results

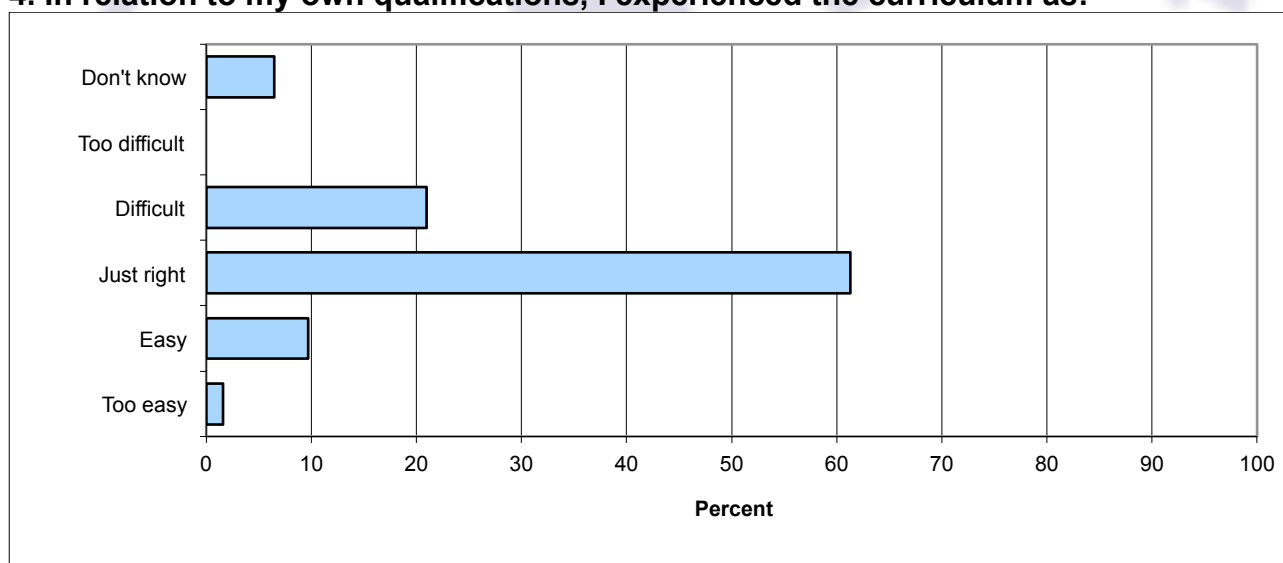
1. How much of this module have you participated in?



2. How much of the curriculum including extra material have you read?

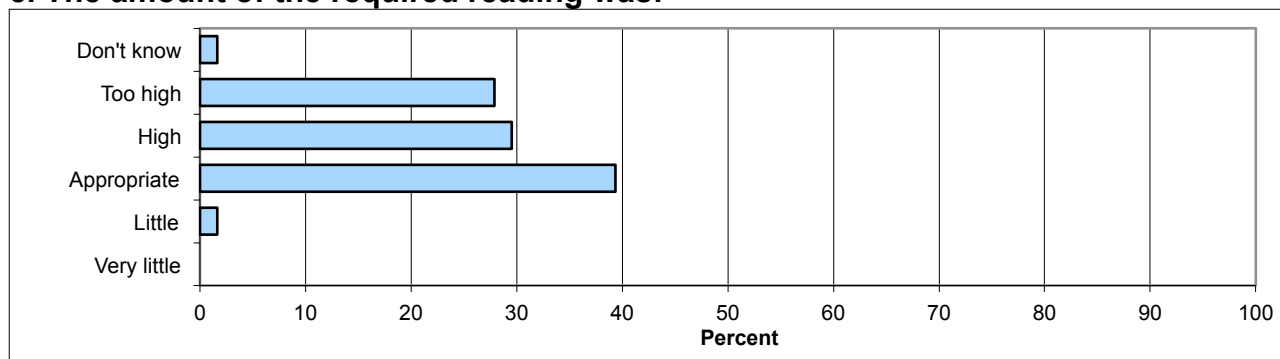


4. In relation to my own qualifications, I experienced the curriculum as:

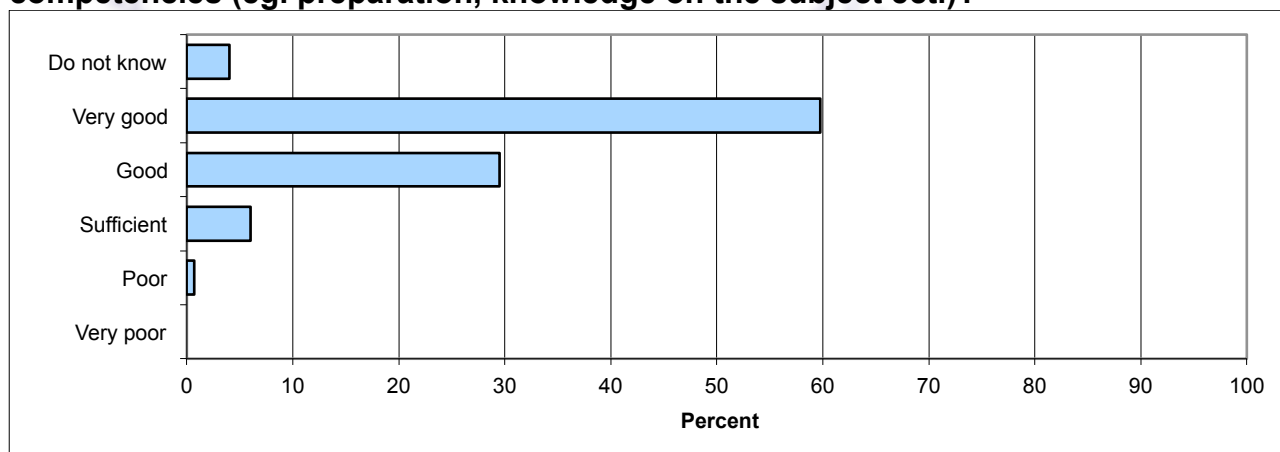




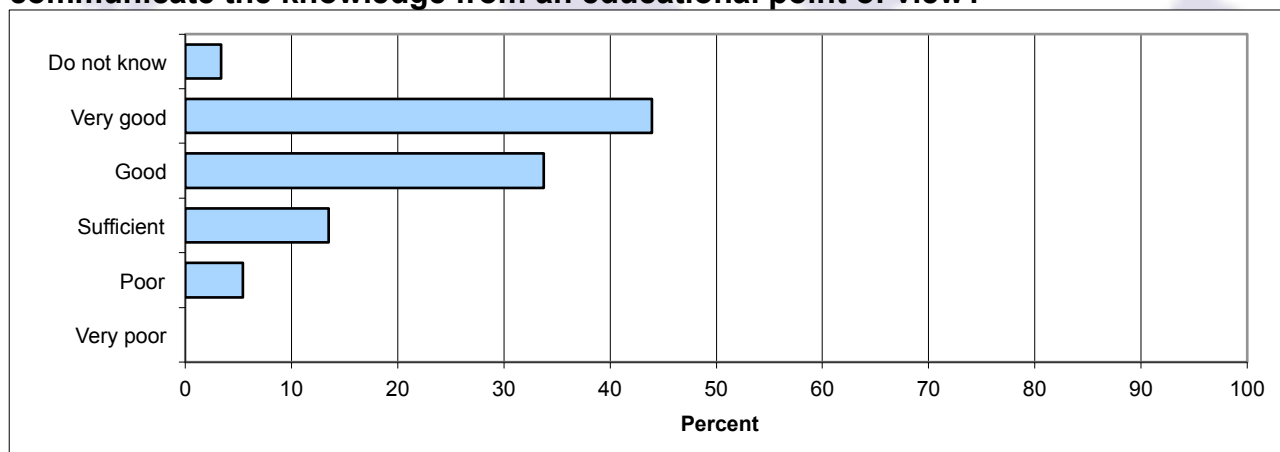
5. The amount of the required reading was:



7. How would you rate (overall, if several teachers) the teacher's professional competencies (eg. preparation, knowledge on the subject ect.)?



8. How would you rate (overall, if several teachers) the teacher's ability to communicate the knowledge from an educational point of view?





11. How would you rate your overall gain from the module?

