



Fall 2018 report for MAR 4933-901(89137) Digital Marketing (Luke Liska)

USF Student Assessment of Instruction

Project Audience: 22

Responses Received: 17

Response Ratio: 77%

Subject Details

Course Name: Digital Marketing

Section: 901

College Name: Business

Department Name: Marketing

Term Title: Fall 2018

First Name: Luke

Last Name: Liska

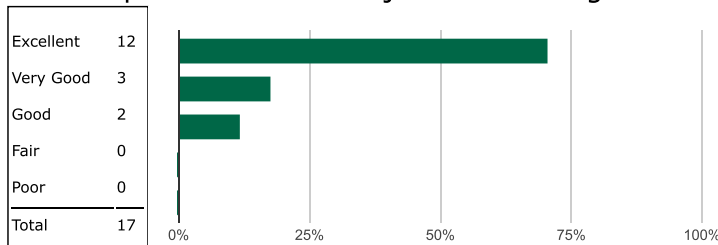
Section 1. Frequency Statistics

The charts below provide statistics and the response breakdown of how students answered each question.

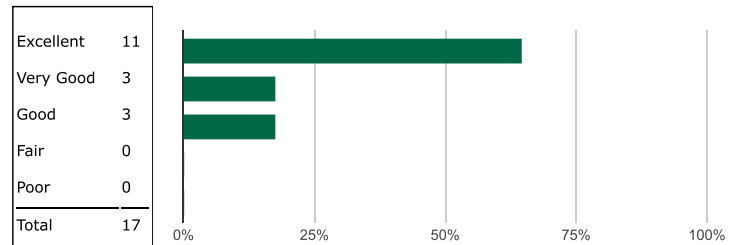
Select your rating of the following statements as pertaining to **Luke Liska**

Competency Statistics	Value
Mean	4.7
Median	5.0
Mode	5
Standard Deviation	+/-0.6

1. Description of Course Objectives & Assignments



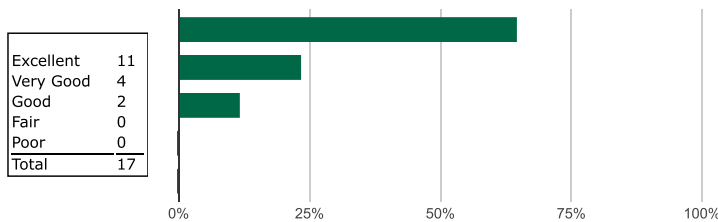
2. Communication of Ideas and Information



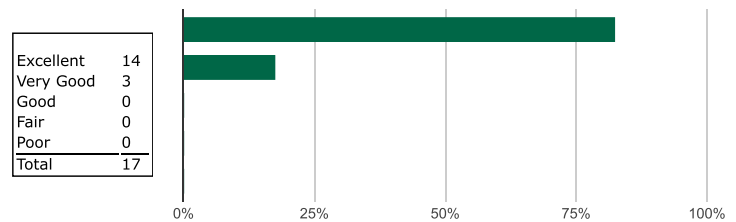
Statistics	Value
Mean	4.6
Median	5.0
Mode	5
Standard Deviation	+/-0.7

Statistics	Value
Mean	4.5
Median	5.0
Mode	5
Standard Deviation	+/-0.8

3. Expression of Expectations for Performance



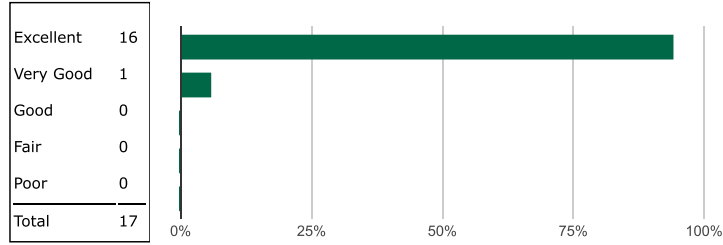
4. Availability to Assist Students In or Out of Class



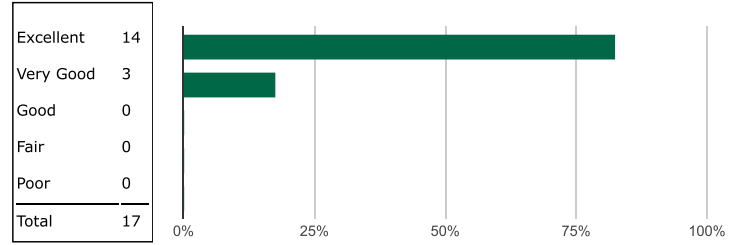
Statistics	Value
Mean	4.5
Median	5.0
Mode	5
Standard Deviation	+/-0.7

Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.4

5. Respect and Concern for the Students



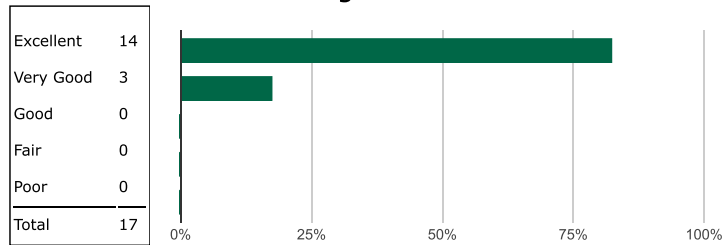
6. Stimulation of Interest in the Course



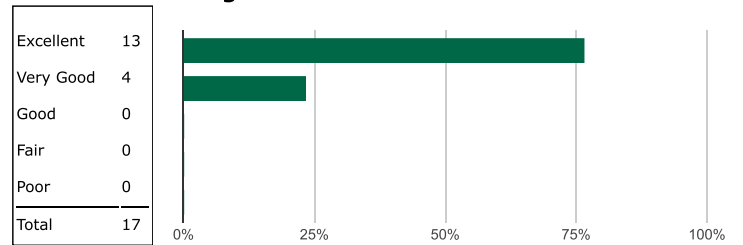
Statistics	Value
Mean	4.9
Median	5.0
Mode	5
Standard Deviation	+/-0.2

Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.4

7. Facilitation of Learning



8. Overall Rating of the Instructor



Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.4

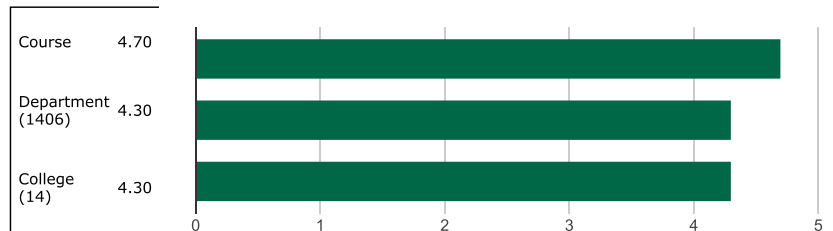
Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.4

Section 2. Comparative Section

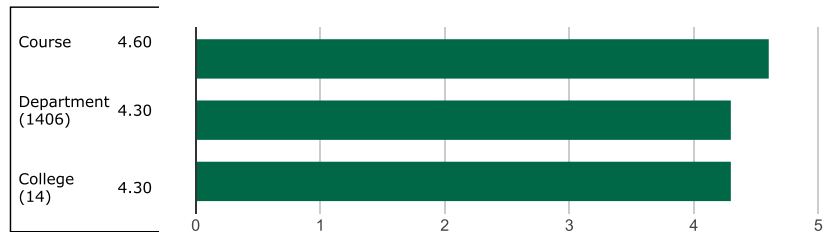
The charts below compare how the students in your course rated you as compared to all of the instructors in the department, and all of the instructors in the college.

Select your rating of the following statements as pertaining to **Luke Liska**

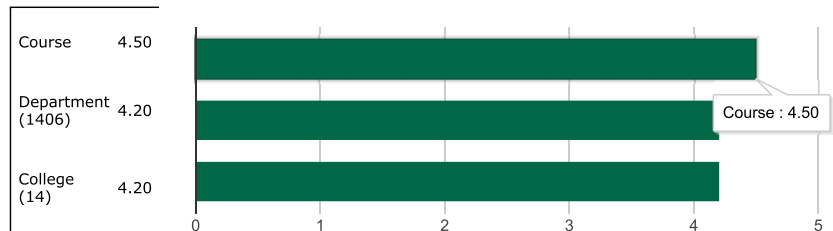
Overall



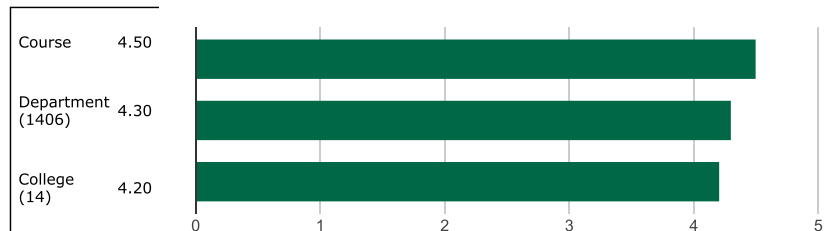
1. Description of Course Objectives & Assignments



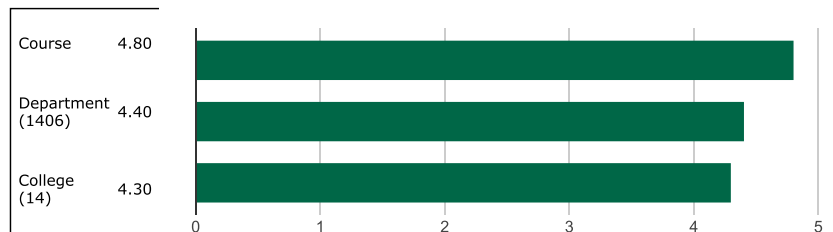
2. Communication of Ideas and Information



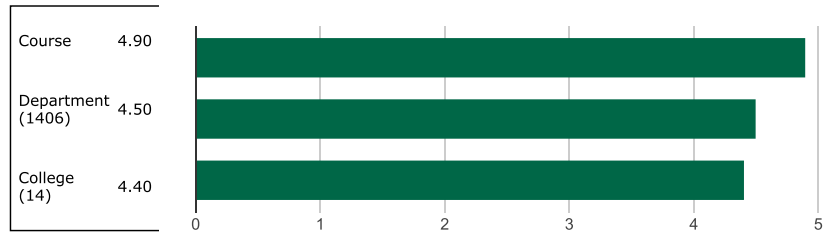
3. Expression of Expectations for Performance



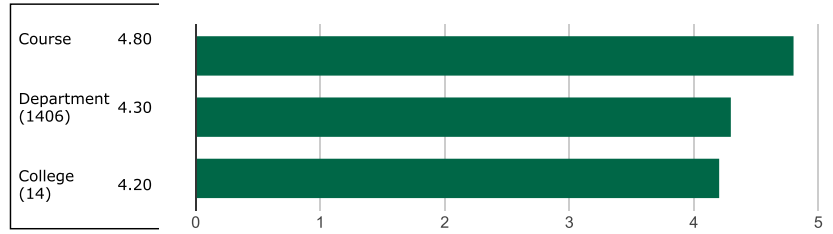
4. Availability to Assist Students In or Out of Class



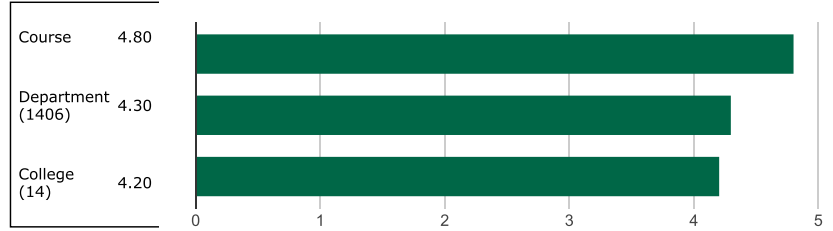
5. Respect and Concern for the Students



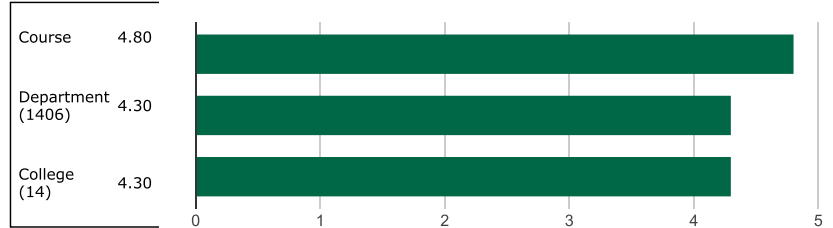
6. Stimulation of Interest in the Course



7. Facilitation of Learning



8. Overall Rating of the Instructor



Section 3. Comments

The following are responses to two open-ended questions from your students pertaining to you, and the course.

Please provide any additional comments with respect to **Luke Liska**

Comments

Amazing teacher that involves students in every class. Each class was very different and engaging! I wish he taught more classes!

Cool guy.

For this being his first class, he did a great job! I enjoyed his teaching style and feel like I learned a lot about digital marketing. This was by far my favorite class this semester and this solidified that I enjoy working in the digital side of marketing.

Great professor! Help student understand the content without the pressure.

He was honestly an amazing teacher. By giving us projects, we were able to put everything we learned to use and the analysis of companies he taught us actually got me a job doing social media for a local gym.

Luke was a very helpful teacher in and out of class. I learned a lot about digital marketing that I didn't know before and learned many helpful and applicable concepts. He always made the subjects we learned in class very interesting. I would definitely want to take a class again from him in the future and recommend him to anyone.

Outstanding instructor that really cares about the subject matter. Highly engaging and attentive. Prof. Liska really cares whether or not a student has properly learned the curriculum. I fully endorse his style of practical learning since it has helped myself, and others, find employment.

Probably one of the best professors ive had. Made going to class enjoyable and made lectures fun and interactive.

Professor Liska is an incredible professor. I learned more in his course then Ive learned in any course here at USF. He is very hands on and his projects allowed us to learn with hands on REAL AND RELEVANT experience. I walked out of this course with not only a greater understanding but hands on work that gives me the confidence to go into the work force. Many courses provide student with knowledge, but not many courses provide students with experience. Luke engaged us and encouraged our learning by teaching and then letting us fly free to give us real world experience. I really appreciate his efforts and passion. it was very evident after his course that not many professors have the same passion to teach that he does. Thank you

Professor Liska did a great job getting ideas and concepts across in a way that everyone could understand. I think he did a great job with his first semester teaching!

Super dynamic and engaging

This was by far my favorite class this semester. Professor Liska made the class super fun and interesting by bringing speakers to class and engaging us with tutorial creations. Thanks to this class I know I can have a successful career in Digital Marketing.

Please provide any additional comments with respect to **MAR4933-901 (89137) Digital Marketing**

Comments

I would definitely encourage others to take this class. Unlike some classes, the knowledge given in this class correlates directly to what can be expected out in the professional atmosphere.

For recommendations, I would suggest more case studies. I believe that case studies encourage students to put what they know and what they have learned to the test and it turns out to be a great learning experience for everyone. I enjoy case study discussions as well to get my classmates opinions and see how each person interpreted the question. I love that Luke Liska had us create our own personal websites, I thoroughly enjoyed that!

I enjoyed the layout of this course and felt like the projects really allowed us to go into a deep analysis of digital marketing and I am now able to assess what does and doesn't work and how to improve digital marketing. I would have liked to go into more detail as far as learning how to make conversions in analytics and developing a budget or a business case as to investing in a new social listening/monitoring program because that was one thing I was hoping to understand after this class.

Really interesting class because of the teacher.