

**Fall 2019 report for MAR 4933-001(93516) Digital Marketing  
(Luke Liska)**

**USF Student Assessment of Instruction**

**Project Audience:** 29

**Responses Received:** 18

**Response Ratio:** 62%

**Subject Details**

**Course Name:** Digital Marketing

**Section:** 001

**College Name:** Business

**Department Name:** Marketing

**Term Title:** Fall 2019

**First Name:** Luke

**Last Name:** Liska

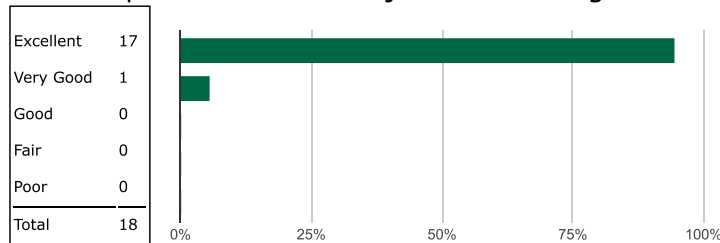
# Section 1. Frequency Statistics

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

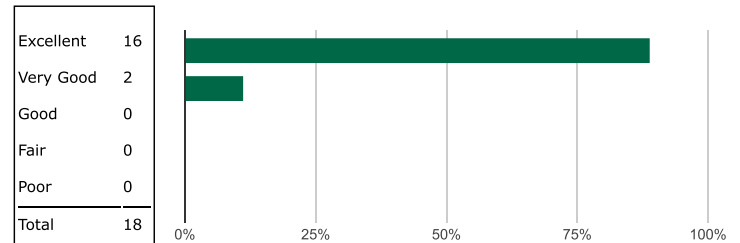
Select your rating of the following statements as pertaining to **Luke Liska**

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

1. Description of Course Objectives & Assignments



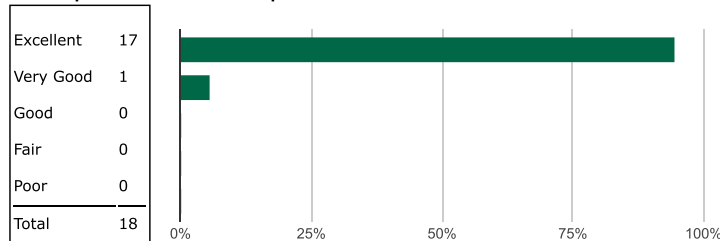
2. Communication of Ideas and Information



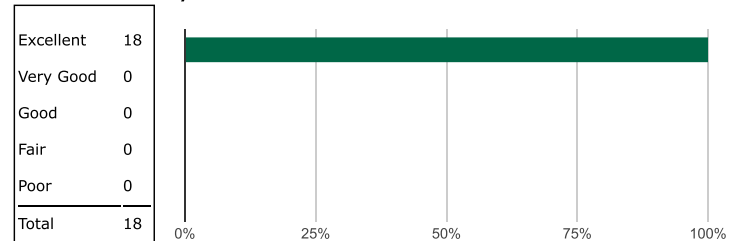
Statistics	Value
Mean	4.9
Median	5.0
Mode	5
Standard Deviation	+/-0.2

Statistics	Value
Mean	4.9
Median	5.0
Mode	5
Standard Deviation	+/-0.3

3. Expression of Expectations for Performance



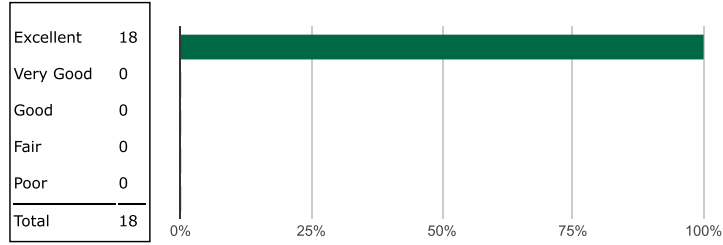
4. Availability to Assist Students In or Out of Class



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

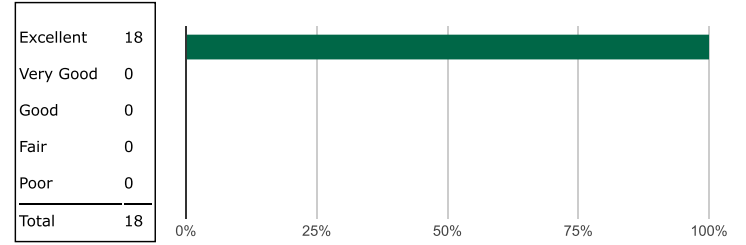
Statistics	Value
Mean	5.0
Median	5.0
Mode	5
Standard Deviation	+/-0.0

### 5. Respect and Concern for the Students



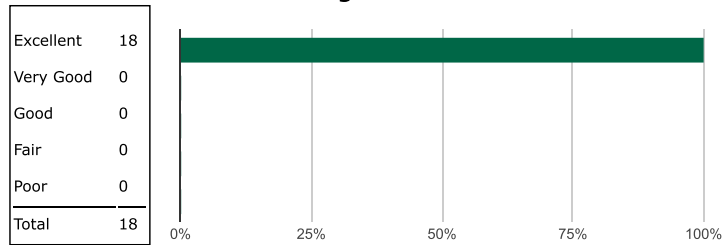
Statistics	Value
Mean	5.0
Median	5.0
Mode	5
Standard Deviation	+/-0.0

### 6. Stimulation of Interest in the Course



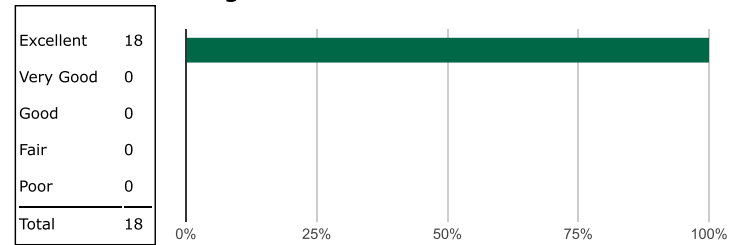
Statistics	Value
Mean	5.0
Median	5.0
Mode	5
Standard Deviation	+/-0.0

### 7. Facilitation of Learning



Statistics	Value
Mean	5.0
Median	5.0
Mode	5
Standard Deviation	+/-0.0

### 8. Overall Rating of the Instructor



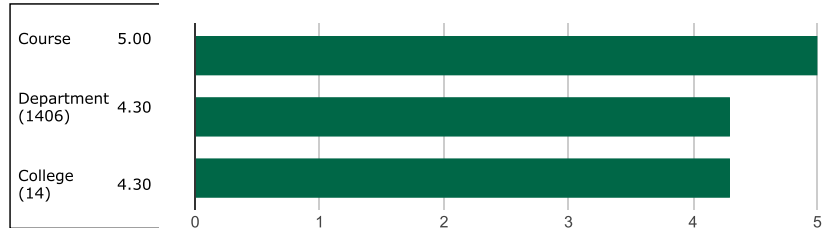
Statistics	Value
Mean	5.0
Median	5.0
Mode	5
Standard Deviation	+/-0.0

## Section 2. Comparative Section

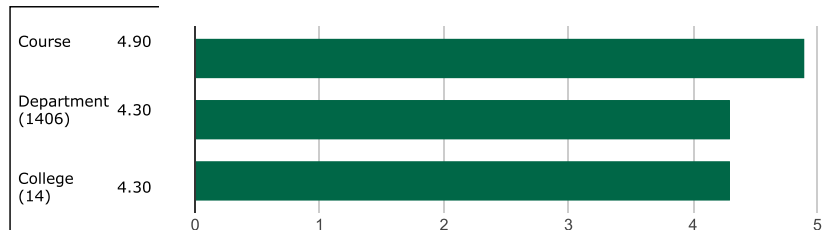
The charts below compare how the students in your course rated you as compared to all of the instructors in the department, and all of the instructors in the college.

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

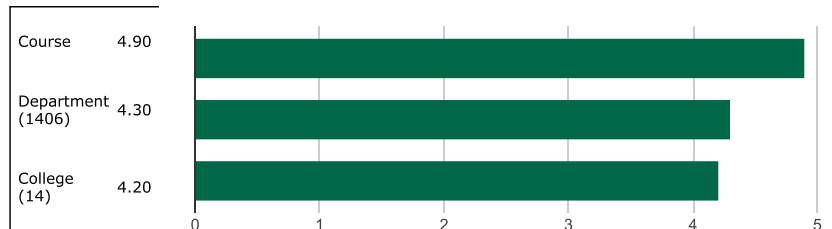
### Overall



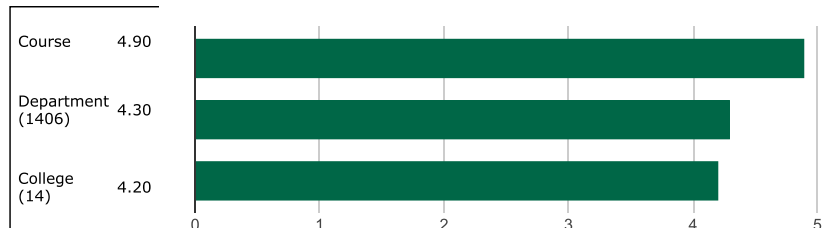
### 1. Description of Course Objectives & Assignments



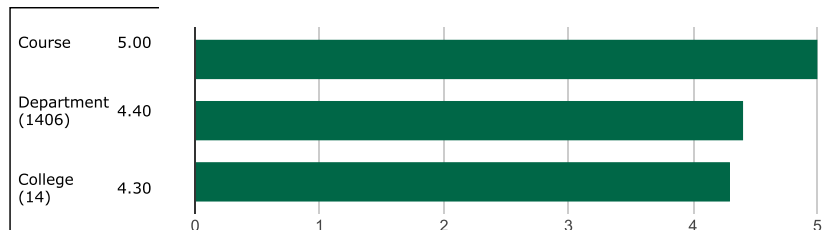
### 2. Communication of Ideas and Information



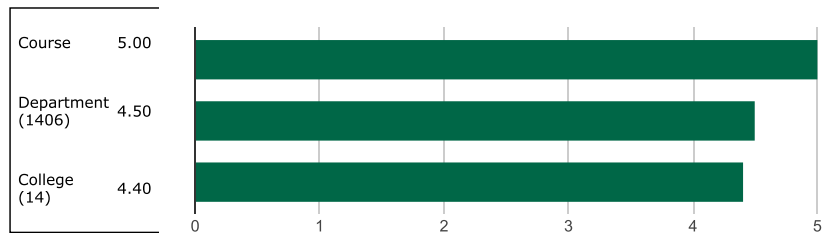
### 3. Expression of Expectations for Performance



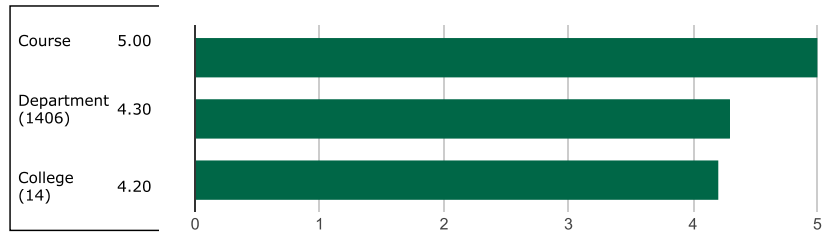
### 4. Availability to Assist Students In or Out of Class



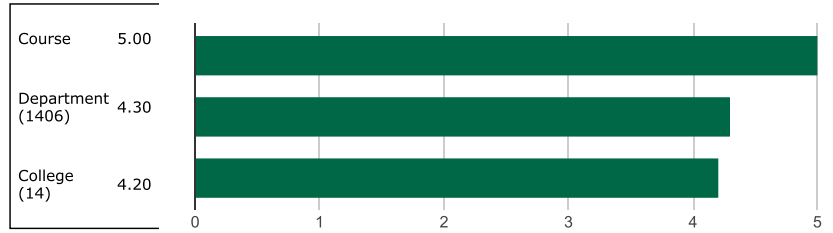
5. Respect and Concern for the Students



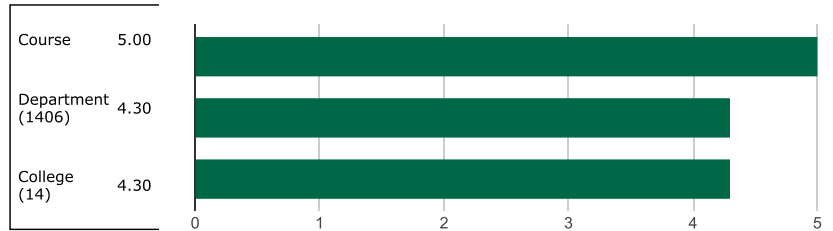
6. Stimulation of Interest in the Course



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
awesome teacher!!
Fantastic professor, he is very understanding of any student situations. Really makes the students interact with the classroom.
Great professor! He is very patient and willing to explain one more time if necessary.
Great Professor! Super helpful!
Great teacher and good at providing real life examples in class. It is very obvious he knows what he is talking about and is more than qualified to teach it.
He was a very personable teacher and had some humor in his lessons! He's great and I highly recommend
Knowledgeable and experienced, offers great relevant career advice. Perfectly clear task descriptions and class communication.
Luke is the best professor I've had at USF. He makes each lesson more interesting and fun with group activities and adding relatable content.
Luke Liska is an excellent professor. He is very engaging with the class and makes understanding Digital Marketing fun. He always has a fun way to teach the class and is very helpful when students have doubts. Definitely one of the best professors I've had.
Luke Liska is passionate about the subject that he teaches and is well-versed at explaining the concepts.
Luke made the class fun. Digital Marketing is a fun subject and Luke was very good at portraying it to the class. He made it personal through the blog assignments. He didn't just teach the class, he made it interesting and easy for anyone to understand.
One of the best professors I have had at USF. He truly cares about all of his students and is very fun and passionate. I enjoyed every class with him and even when I had to miss class he had office hours to help explain missed information. Very intelligent and well informed about everything marketing related.
Professor Liska was the best PhD student professor I have had at USF! He was very nice and really cared about what he was teaching! 10/10 would recommend!
really did a great job of making the course more appealing to us while making it more relevant to our age group
This was the best professor I have had to date. My grade asside I learned more content important to me and my career than any other course at USF. Professor Liska is a brilliant man who takes the time to ensure everyone is comfortable and learns the newest, most relavant content in the field he is teaching.

**Please provide any additional comments with respect to **MAR4933-001 (93516) Digital Marketing****

Comments
Course is needed for a marketing major.
Great class with some useful skills we don't learn in other classes (email marketing, coding, personal marketing)
Learned a lot of great information I know will be essential for my future career
Loved the course! very engaging and fun
Loved this class. I learned so much and felt more inclined to actually retain the information I was taught.
n/a
One of my favorite marketing classes
Professor Pika forever
This course is very insightful and fun. I really enjoyed taking this class.
This was my favorite class! It was structured very well and we got to do hand-on experience on what it would be in the actual world, not just textbook reading.