

**Spring 2020 report for MAR 4933-901(17453) DIGITAL
MARKETING (Luke Liska)**

USF Student Assessment of Instruction

Project Audience: 23

Responses Received: 13

Response Ratio: 57%

Subject Details

Course Name: DIGITAL MARKETING

Section: 901

College Name: Business

Department Name: Marketing

Term Title: Spring 2020

First Name: Luke

Last Name: Liska

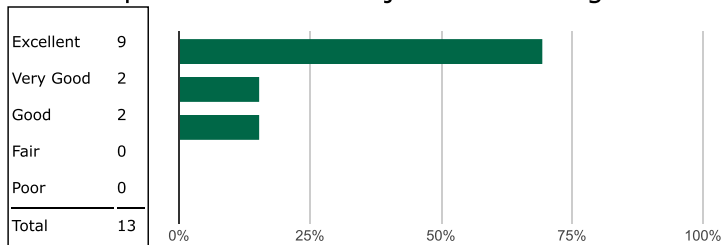
Section 1. Frequency Statistics

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

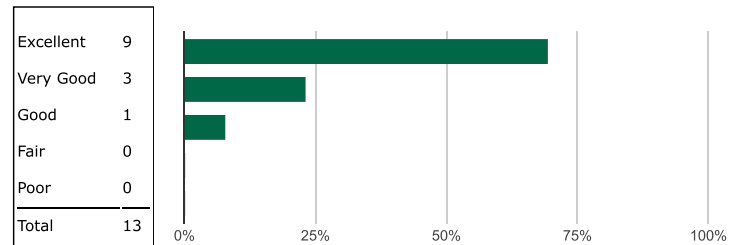
Select your rating of the following statements as pertaining to **Luke Liska**

Competency Statistics	Value
Mean	4.7
Median	5.0
Mode	5
Standard Deviation	+/-0.5

1. Description of Course Objectives & Assignments



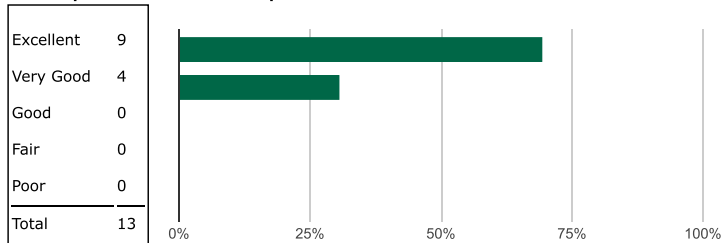
2. Communication of Ideas and Information



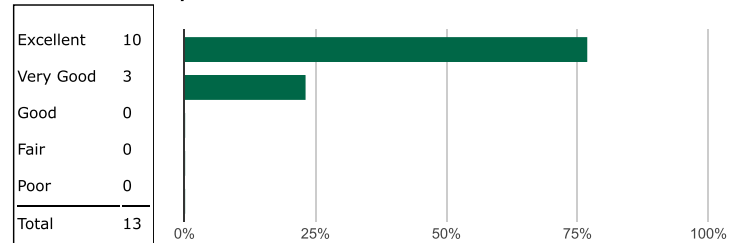
Statistics	Value
Mean	4.5
Median	5.0
Mode	5
Standard Deviation	+/-0.8

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

3. Expression of Expectations for Performance



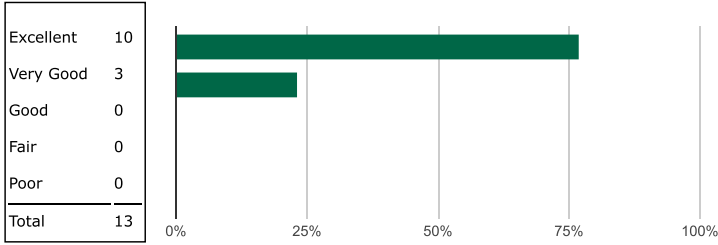
4. Availability to Assist Students In or Out of Class



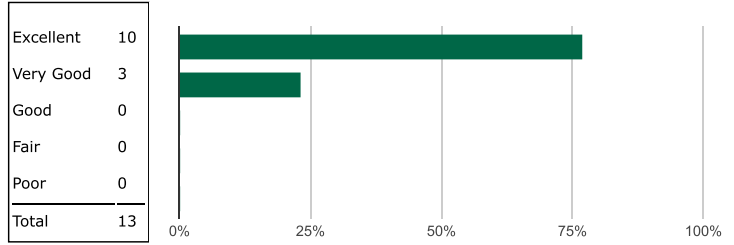
Statistics	Value
Mean	4.7
Median	5.0
Mode	5
Standard Deviation	+/-0.5

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

5. Respect and Concern for the Students



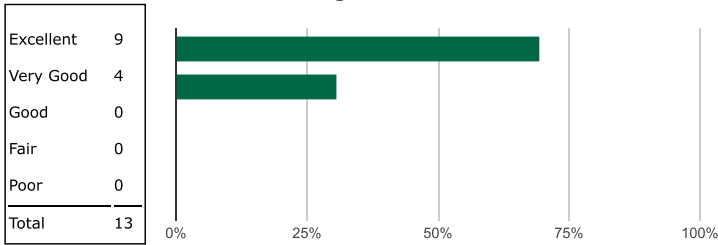
6. Stimulation of Interest in the Course



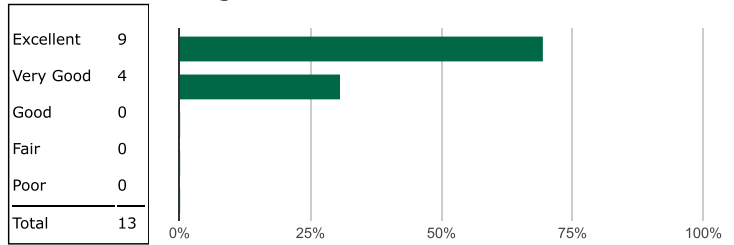
Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.4

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	4.7
Median	5.0
Mode	5
Standard Deviation	+/-0.5

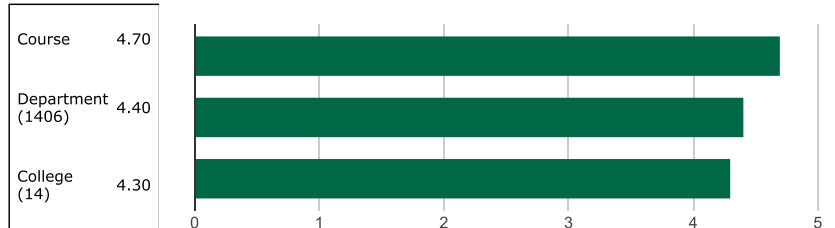
Statistics	Value
Mean	4.7
Median	5.0
Mode	5
Standard Deviation	+/-0.5

Section 2. Comparative Section

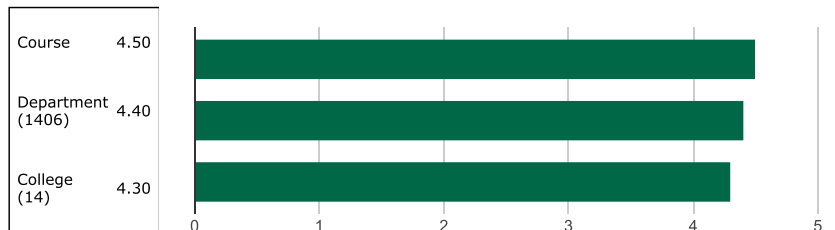
The charts below compare how the students in your course rated you as compared to all of the instructors in the department, and all of the instructors in the college.

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

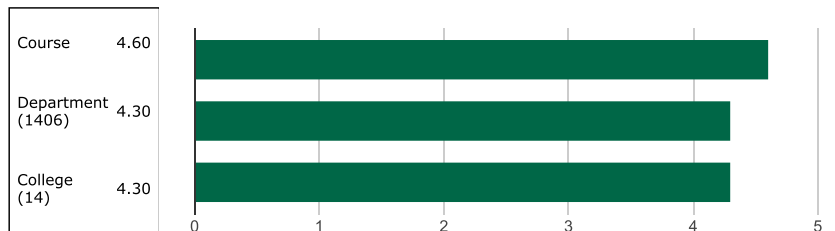
Overall



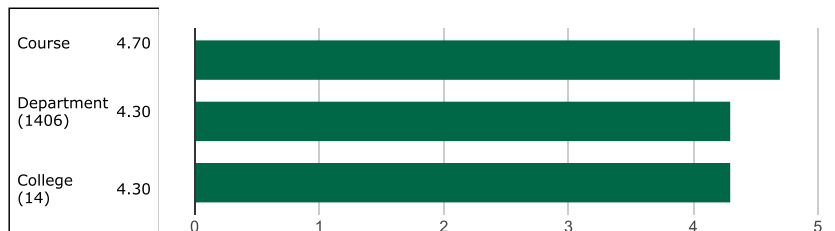
1. Description of Course Objectives & Assignments



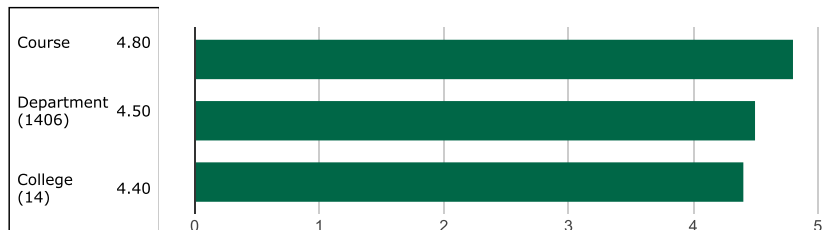
2. Communication of Ideas and Information



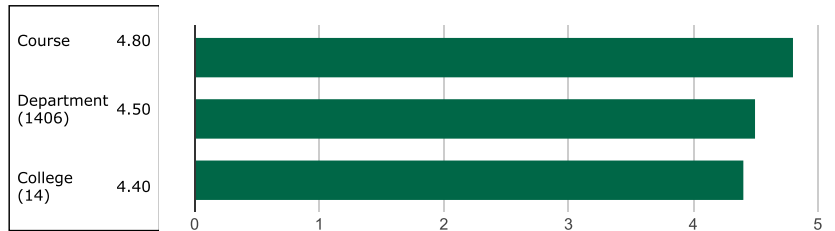
3. Expression of Expectations for Performance



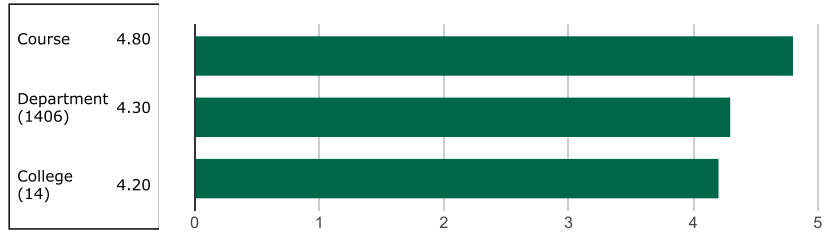
4. Availability to Assist Students In or Out of Class



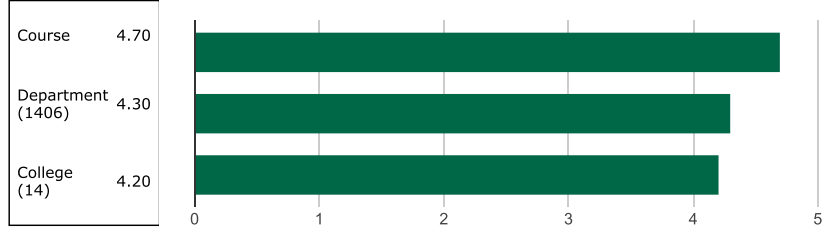
5. Respect and Concern for the Students



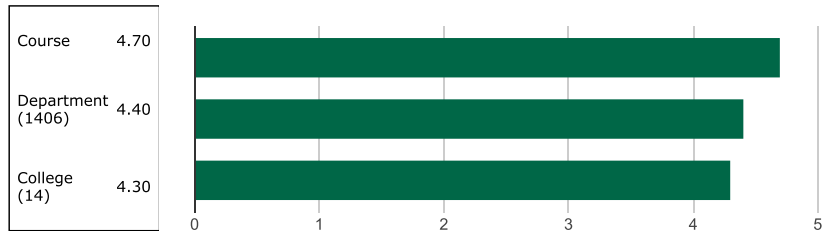
6. Stimulation of Interest in the Course



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
You are a great professor and are very knowledgeable in your field. I truly thank you for your time, teachings and patients with students. Truly one of the best professors that I have had. You display excellent class engagement and truly care for you students. USF needs more professors like you! Thank you for an excellent semester!
A passionate professor who gave a lot of real-world correlations to the material being taught.
As a professor, Luke came to class with the most eagerness out of anyone there. No matter how tired and apathetic people were for his night class, he would always come excited, ready to learn, and consistently give his all to try and excite and interest students about the topic we were covering that day. He constantly went to great lengths to make the course material exciting and engaging, and he proved to be super dynamic as he was always open to feedback from the students and what could have been done better. Overall, I genuinely think he is one of the best professors I have had during my time at USF.
Best marketing professor I've ever had. He is constantly trying to help his students understand the digital marketing landscape. and makes the class super enjoyable !
he is great! Very fair.
He is one of my favorite teachers. I love how passionate he is about teaching and us enjoying learning. Him being younger I think is helpful because he is ready to try new things and is way more passionate than a lot of the older teachers.
He is the best professor I have had at USF. I really appreciated his concern for us and his passion for digital marketing.
I liked professor Liska, the lectures were never boring and he always encouraged participation.
One of the best teachers that I have had, he made want to learn more about digital marketing and makes the class interesting and a fun environment to learn in. I learned so many important insights from him that I will be able to use in the future.
Professor Liska was a joy. Keep everything interesting

Please provide any additional comments with respect to **MAR4933-901 (17453) DIGITAL MARKETING**

Comments

Digital Marketing was a wonderful class, and one I wish had a part 2 or even 3. While a lot of classes are about theory or application of theory, this one was about real world skills and situations and how to handle them or how to be prepared for them in the future. I think it was specially relevant, considering the increasing importance of digital everything.

Good class but I wish it delved a little deeper into some of the subjects

great course. should be mandatory for all marketing students

Overall interesting and useful course.

The course material was interesting, various different topics but overall good learning experience

The most important thing that I learnt from this course with Luke is that digital marketing is a job itself, its time consuming, hard, but totally worth it!