

The Hong Kong University of Science and Technology

Student Feedback Questionnaire

Instructor - Section Report (Provisional)

SPRING 2016-17

Survey period: 24 Mar 2017 - 31 Mar 2017

Prof. KOH, Tat Koon

ISOM-5390-L1 Digital and Social Media Strategy

24 student(s) have evaluated the course.

16 student(s) have not evaluated the course.

Percentage of enrolled students responding: 60.0% (24/40)

Adjusted percentage[^] of enrolled students responding: 55.0% (22/40)

Lecture Courses

Q1. The course has been well designed to help me learn.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	13	54.2%	████████
B		75.0	9	37.5%	██████
C		50.0	2	8.3%	██
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 86.5 (16.5) Adjusted Mean[^] (SD): 87.5 (14.9)

Q2. Lectures and course materials have been well prepared and useful in my learning.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	13	54.2%	████████
B		75.0	8	33.3%	██████
C		50.0	3	12.5%	███
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 85.4 (17.9) Adjusted Mean[^] (SD): 86.4 (16.8)

Q3. The value of this course was clear to me.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	14	58.3%	████████
B		75.0	8	33.3%	██████
C		50.0	2	8.3%	██
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 87.5 (16.5) Adjusted Mean[^] (SD): 88.6 (14.9)

Q4. The instructor stimulated my interest in this subject and encouraged me to think.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	16	66.7%	████████
B		75.0	5	20.8%	████
C		50.0	3	12.5%	███
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 88.5 (18.0) Adjusted Mean[^] (SD): 89.8 (16.7)

Q5. Tests and assignments have been well designed, fair and relevant to my learning.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	11	45.8%	████████
B		75.0	9	37.5%	██████
C		50.0	4	16.7%	██
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 82.3 (18.8) Adjusted Mean[^] (SD): 83.0 (17.9)

Q6. Feedback on tests and assignments has been helpful and provided in good time.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	16	66.7%	██████████
B		75.0	5	20.8%	██
C		50.0	3	12.5%	█
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 88.5 (18.0) Adjusted Mean[^] (SD): 89.8 (16.7)

Q7. The instructor has been responsive to students' problems and available to answer questions.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	20	83.3%	██████████
B		75.0	3	12.5%	█
C		50.0	1	4.2%	█
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 94.8 (12.7) Adjusted Mean[^] (SD): 96.6 (8.8)

Q8. The instructor created a good atmosphere for learning.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	20	83.3%	██████████
B		75.0	2	8.3%	█
C		50.0	2	8.3%	█
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 93.8 (15.2) Adjusted Mean[^] (SD): 95.5 (12.5)

Q9. Compared to other courses, this course is academically:

		Weight	Count	Percentage	
A	Very Difficult	100.0	0	0.0%	
B		75.0	5	20.8%	██
C		50.0	9	37.5%	██████
D		25.0	7	29.2%	████
E	Very Easy	0.0	2	8.3%	█

NA	Not Applicable		1	4.2%	■
	Total		24	100.0%	

Mean (SD): 43.5 (22.9) Adjusted Mean^ (SD): 44.0 (20.8)

Q10. Compared to other courses, the workload for this course is:

		Weight	Count	Percentage	
A	Very Heavy	100.0	0	0.0%	
B		75.0	2	8.3%	■
C		50.0	15	62.5%	■■■■■■■■■■
D		25.0	6	25.0%	■■■■
E	Very Light	0.0	0	0.0%	
NA	Not Applicable		1	4.2%	■
	Total		24	100.0%	

Mean (SD): 45.7 (14.4) Adjusted Mean^ (SD): 45.2 (12.8)

Q11. Course content and related activities were aligned with the objectives stated in the syllabus.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	18	75.0%	■■■■■■■■■■■■■■
B		75.0	4	16.7%	■■■
C		50.0	2	8.3%	■
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 91.7 (15.9) Adjusted Mean^ (SD): 93.2 (13.8)

Q12. The instructor adequately discussed the current developments in the field.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	18	75.0%	■■■■■■■■■■■■■■
B		75.0	2	8.3%	■
C		50.0	4	16.7%	■■■
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 89.6 (19.4) Adjusted Mean^ (SD): 90.9 (18.2)

Q13. Students were encouraged to participate in class discussions.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	19	79.2%	■■■■■■■■■■■■■■■
B		75.0	3	12.5%	■■■
C		50.0	2	8.3%	■
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 92.7 (15.6) Adjusted Mean^ (SD): 94.3 (13.2)

Q14. My interest in the subject has increased as a result of this course.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	16	66.7%	■■■■■■■■■■■■■■
B		75.0	5	20.8%	■■■■
C		50.0	3	12.5%	■■■
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 88.5 (18.0) Adjusted Mean^ (SD): 89.8 (16.7)

Q15. I found the course intellectually challenging and thought-provoking.

		Weight	Count	Percentage	
A	Strongly Agree	100.0	12	50.0%	
B		75.0	7	29.2%	
C		50.0	5	20.8%	
D		25.0	0	0.0%	
E	Strongly Disagree	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 82.3 (20.2) Adjusted Mean^ (SD): 83.0 (19.5)

Q16. Please rate the instructor overall:

		Weight	Count	Percentage	
A	Very Good	100.0	17	70.8%	
B		75.0	7	29.2%	
C		50.0	0	0.0%	
D		25.0	0	0.0%	
E	Very Bad	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 92.7 (11.6) Adjusted Mean^ (SD): 93.2 (11.4)

Q17. Please rate the course overall:

		Weight	Count	Percentage	
A	Very Good	100.0	12	50.0%	
B		75.0	9	37.5%	
C		50.0	3	12.5%	
D		25.0	0	0.0%	
E	Very Bad	0.0	0	0.0%	
NA	Not Applicable		0	0.0%	
	Total		24	100.0%	

Mean (SD): 84.4 (17.8) Adjusted Mean^ (SD): 85.2 (16.7)

Q18. What is good about the course?

1. Appreciate Prof Koh for creating a good classroom atmosphere to share personal experience. It's always good to learn from fellow classmates. I am a bit surprised to see Prof actually brought along our expectation or course wish list to the wrap up class which he did cover almost all our interested topic. The course is also close to real life and applicable in workplace.
2. Cases are relatively recent one and instructor made interactive atmosphere.
3. Covers wide range of topics
4. Excellent to bring in experienced guest speakers to share latest practices and market insights.
5. Good course in a very dynamic topic. Professor did a great job using current events and also some structure. Guest speakers are good (not great) issue is more about fine tuning to really hit how this works strategically in a business. Vs. looking at case studies and figuring out who was right or wrong or what was the issue.
6. Great line-up of speakers and case studies
7. I enjoyed learning a lot of practical ideas, tools, and the 'dos-and-don'ts' on social media strategy which I can immediately apply on my new business.
8. I found the different speakers and their perspective very interesting. Thoroughly enjoyed listening to industry professionals as well as in class discussions as they provide the most scope for learning.
9. Industry experts shared their experiences
10. It was a great introduction to digital and social media marketing. Its a great overview course. The outside speakers were great and relevant
11. It was great that we could hear a lot of talks by professionals.
12. Overall the course provided an excellent overview of digital marketing. Specifically, the guest speakers were highly engaging and the class-room discussions were well managed, and contributed significantly to my learning
13. Prof.Koh is open-minded and listens to what students need. Good design for having the team projects with a stretch target. Good to use a new technology to evaluate the groups and also receive evaluation immediately. Helpful and authentic.
14. The course is well structured, with a clear roadmap provided in the beginning of each class. Dr. Koh's style is very conducive to my learning, and he does not hide from things he doesn't fully know (such as Google's secret search algorithms), and instead explains why it is unknown, and what we can guess from observing the current landscape. The guest speakers were wonderful, and through-out the

course, I have been both intellectually stimulated and engaged through the journey this course has been.

15. The course is well structured. The speakers are good. The discussions in class are good for us to learn not only from the instructor but also from other classmates. Also, instructor is pushing us to think in creative ways.
16. The instructor induced an interactive learning atmosphere. Some knowledge taught in the class was interesting and updated my understanding of digital marketing.
17. The professor is very enthusiastic.

Q19. What could be done to improve the course?

1. - I feel the assigned companies for the final presentation were good, but should be the companies based in Hong Kong. While it was really interesting and insightful to think about their digital marketing strategy, it was a little difficult to understand the characteristic features of the customers in oversea countries.
2. - if possible, please try to minimize emails send out to students (we might miss some of important info)
3. About the formation of the group, I felt that working with both full-time and part-time students was difficult because part-time said that they did not have a time weekday. Even though I considered that I can learn more from a diverse group, I prefer forming the group by ourselves.
4. As the time is short, it is hard to cover many topics deeply. but hope to cover some important topics such as e-commerce and CRM deeper way
5. Clarity of assessment criteria and scope of project work should be provided at the start of the course, not when we have already begun working on the presentation content. Maybe instead of a final report on the same project, an alternative assessment could be mini-class presentations where individuals present a successful or unsuccessful example of marketing tools that they learnt in the previous class (e.g. if we learnt about viral marketing in the previous class, each student can share with classmates a brand's viral marketing campaign that is either successful or unsuccessful). I think this will enhance student learning.
6. Guidance on how to complete the assignments
7. I hope that the assignment will not be completed at the end, but will be distributed evenly throughout the semester. Thank you!
8. I think the course could be made more data-heavy as that is the way digital marketing is moving more and more nowadays. While there were a few cases here and there, most people in the real world will have to be familiar with the analytics to do well within a digital agency. Also, there is an increasing focus on design nowadays - perhaps a lesson on that or an industry profession who could give an idea of what 'design' people do in the real world would be very helpful.
9. Inside the organization... how to strategically use social/digital platforms. Ecommerce and what is the future - of everything in social.
10. It will be good to give more real life digital drive campaign to show how we link mobile ad, SEO, big data etc into one campaign as integration of these tactics is also important. It could also help us visualize when and how to apply those tactics.
11. Maybe outside speakers could be kept to an hour - i remember one went on for maybe 2 hours! I almost think it would be interesting to do 2 projects and presentations - because that is where I learnt the most.
12. More in-depth case studies and future trend of digital marketing.
13. Overall, the course is absolutely perfectly designed. Minor feedback on the presentation feedback - it was rather onerous, and I found it hard to pay attention to the presenters and the materials as we had to provide feedback. Personally, I like to listen to presentations and take my own notes for reference, rather than take notes for providing feedback - although I can see the importance of this activity.
14. Since the class has a broad spectrum of students from different countries/backgrounds, the selection of project topics may need to be revised as some students may not know the local culture, behavior and impression to some local companies.
15. The professor could give one of his own real life experience

[^] Explanatory notes on adjusted percentage, mean and SD (collectively referred to as "adjusted statistics" below):

1. Adjusted statistics are calculated to provide a reference with extreme responses being excluded.
2. If a survey recorded 3 or more responses, the top 1.5% AND bottom 1.5% responses will be discarded. The number of discarded response(s) of each end is rounded UP to the nearest integer. The resultant data set will then be used to calculate adjusted statistics in this report.
3. No adjusted statistics will be calculated if this survey receives less than 3 responses and it will be marked as "-" in this report.

*Report prepared by OIR
27 Apr 2017*