



Spring 2023 report for MAR 3700-003(25525) Digital Marketing (Mikyoung Lim)

USF Student Assessment of Instruction

Project Audience: 39
Responses Received: 23
Response Ratio: 59%

Subject Details

Course Name: Digital Marketing
Section: 003
College Name: Business
Department Name: School of Marketing & Innovat
Term Title: Spring 2023
First Name: Mikyoung
Last Name: Lim

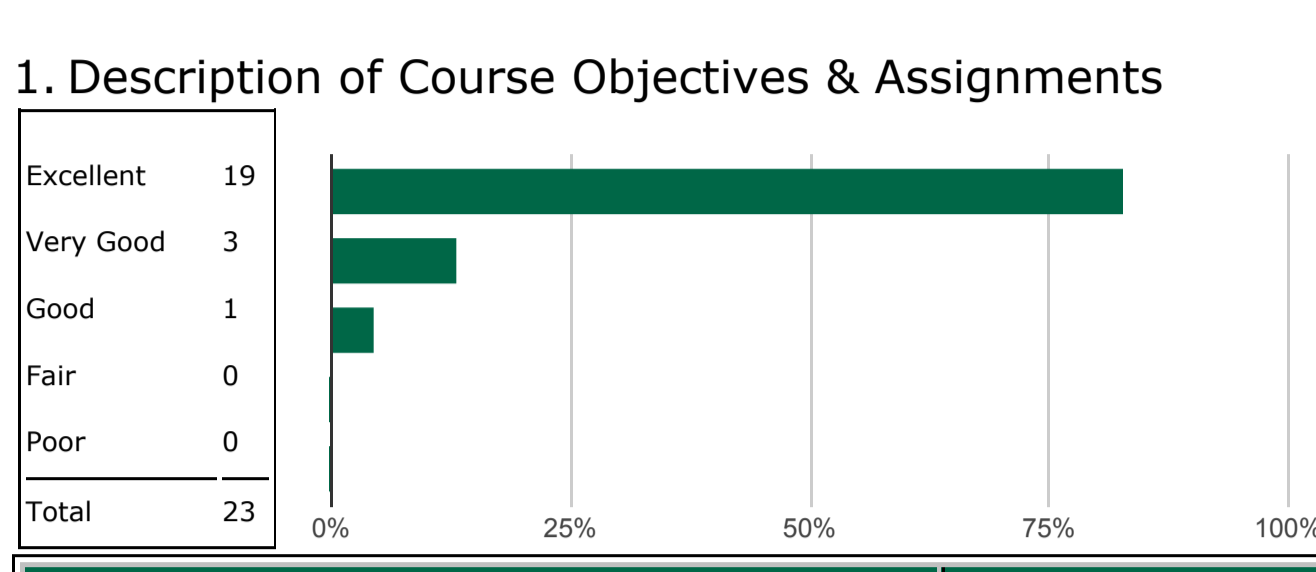
Section 1. Frequency Statistics

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

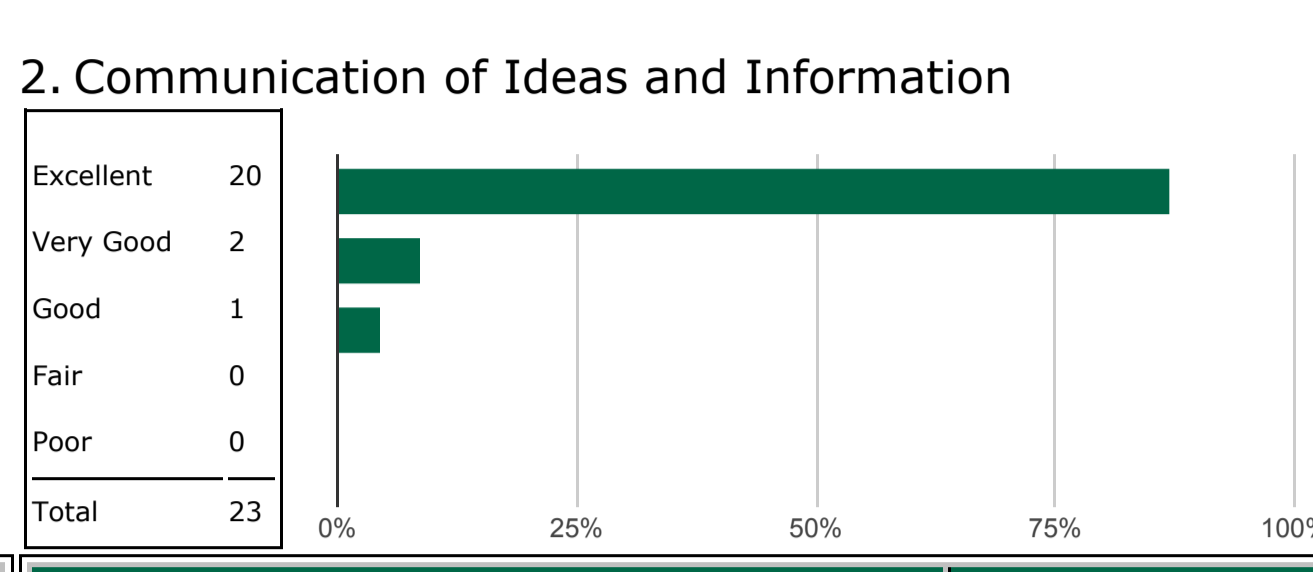
Select your rating of the following statements as pertaining to **Mikyoung Lim**

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

1. Description of Course Objectives & Assignments



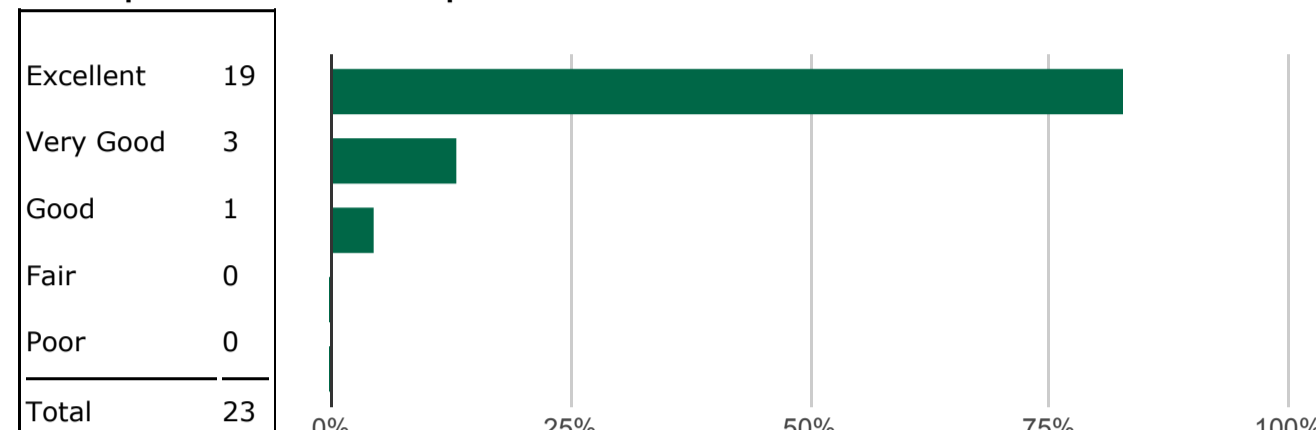
2. Communication of Ideas and Information



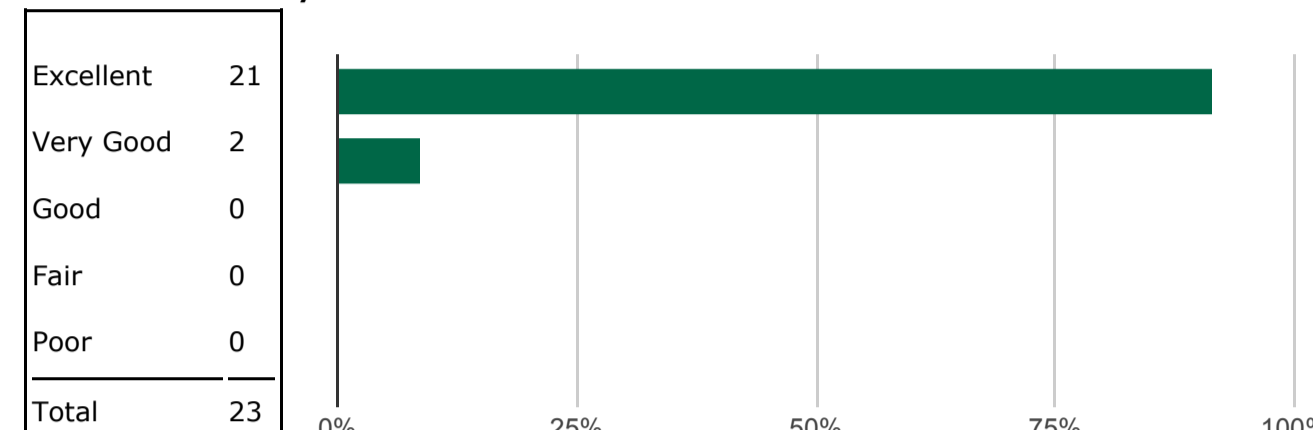
Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.5

Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.5

3. Expression of Expectations for Performance



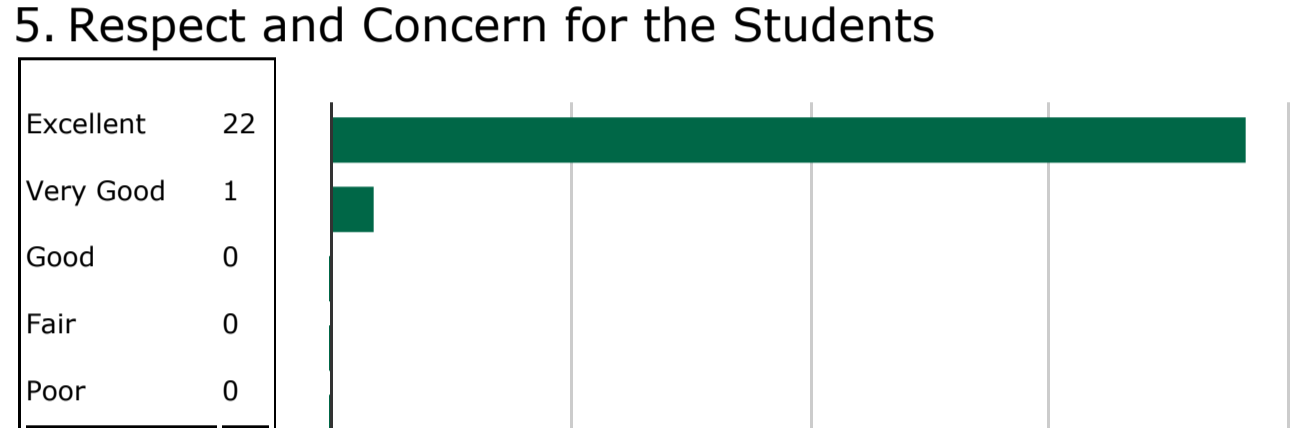
4. Availability to Assist Students In or Out of Class



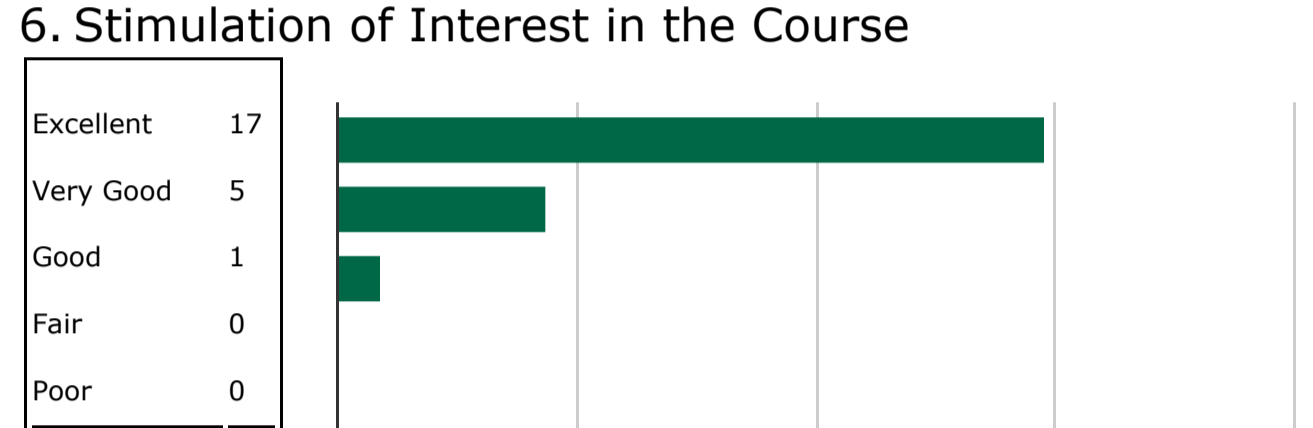
Statistics	Value
Mean	4.8
Median	5.0
Mode	5
Standard Deviation	+/-0.5

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

5. Respect and Concern for the Students



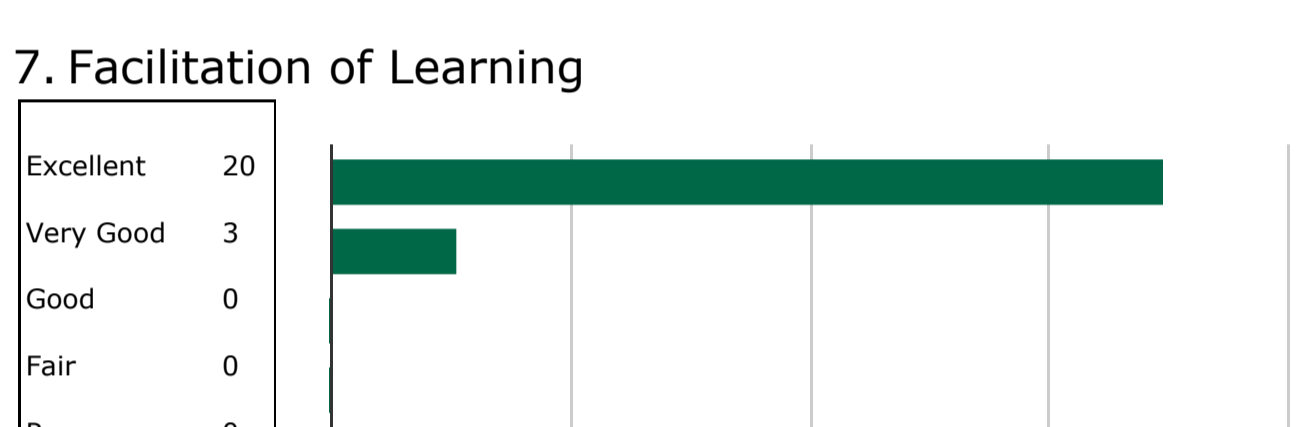
6. Stimulation of Interest in the Course



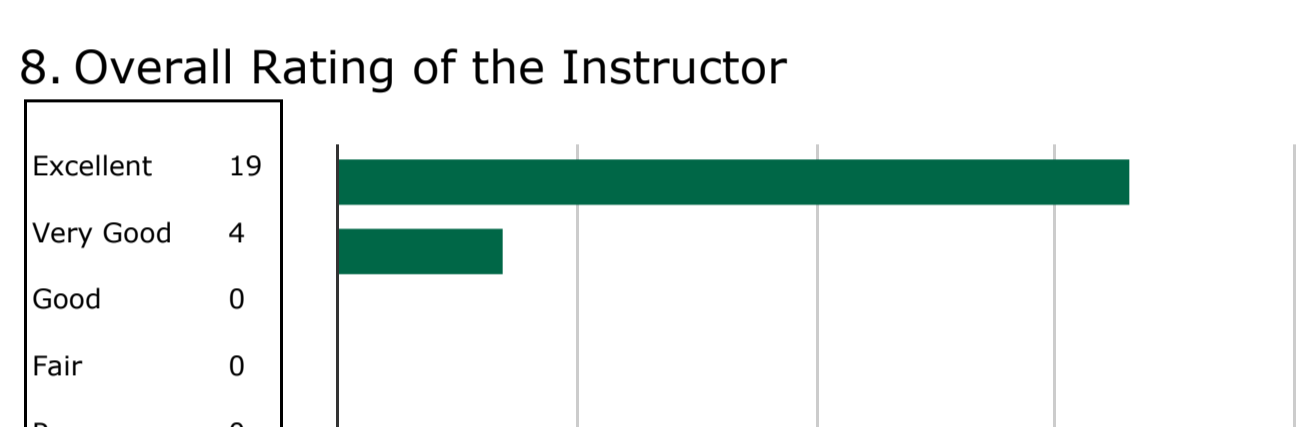
Statistics	Value
Mean	5.0
Median	5.0
Mode	5
Standard Deviation	+/-0.2

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

7. Facilitation of Learning



8. Overall Rating of the Instructor



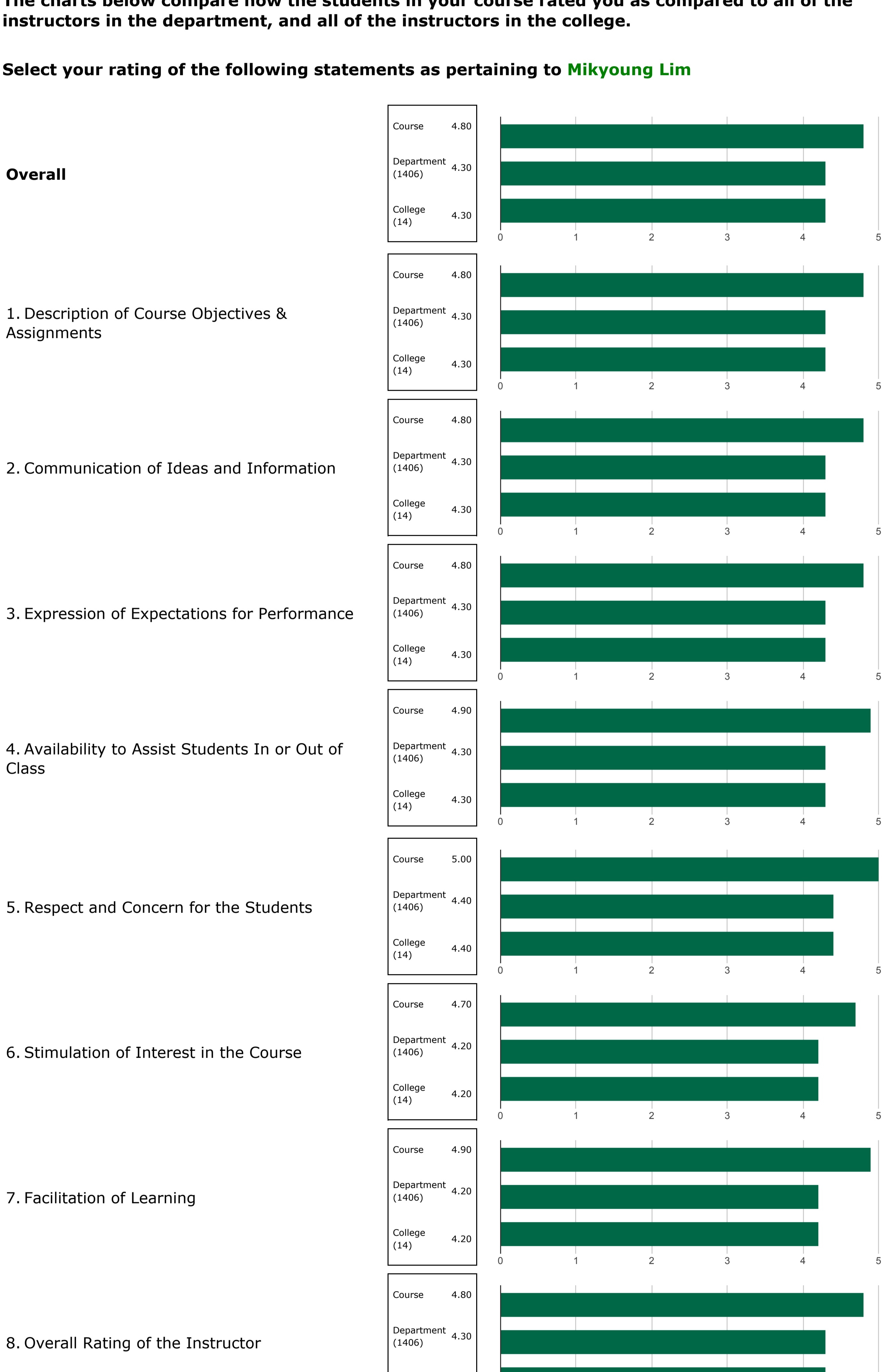
Statistics	Value
Mean	4.9
Median	5.0
Mode	5
Standard Deviation	+/-0.3

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 **Mikyoung Lim**



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 **Mikyoung Lim**

Comments
Amazing Professor
Excellent professor, would recommend anyone taking this course to take with her.
Great professor and very respectful
Mikyoung is a great teacher, always fun lessons with real world connections. Brought in great guest speakers as well.
One of my favorite teachers I've had, she was always willing to work with her students and she was one of the only teachers I've had that truly wanted her students to succeed and did everything she could to help them too
Professor Lim is an incredibly kind, supportive, and motivational professor. Her feedback is thoughtful and her attitude is phenomenal.
Professor Lim truly wants the best for her students, she's very mindful of what we may have going on and always makes sure we are on track with the syllabus, pertaining to any off days or exams.
Professor Mikyoung is very kind. Her presentations were very helpful and I learned a lot from this course.
She is a great professor! Very informational, and knowledgeable. The assignments were also fun.
She is very caring of her students and always very positive in class, making the lessons a more enjoyable experience.
She is very compassionate and understanding. She knows the material very well and always checks on students to make sure they understand what we are covering.
She was a great professor that was very supportive throughout the course and gave really good feedback and support to students in getting the best experience.
She was one of the sweetest and most understanding professors I've ever had. You can tell she really cared about her students.
She's an awesome professor. She values the time of her students and does a great teaching the material in her course.
very professional, super nice and welcoming, attentive and responsive to her students

Please provide any additional comments with respect to **MAR3700-003 (25525) Digital Marketing**

Comments
I enjoyed learning in the class, despite lectures at times being slightly tedious.
I enjoyed this course and learned a lot about my future career.
I learned a lot in this class that I feel will help me further my career in marketing
I really enjoyed this class!
N/A
Nice Concepts
The course was very informative and has peaked my interest in doing Digital Marketing as a career choice.
the curriculum was laid out very straightforward in power point slides, the content involved was easy to understand and visually appealing the calendar or chart she made to show us what we are covering each week was helpful one improvement could be the group sessions they should be outlined to what is expected from us to ensure all students are engaged and have something to follow, rather it was difficult to pay attention sometimes because of the information overload, an activity in between might help move onto more information/ or a recap activity at the end of each section covered would help
Very helpful class, I am already using the knowledge I gained in the real world.
Very interesting class for those who want to pursue digital marketing.