

## Student Assessment of Instruction Reporting (Student Evaluations Mart)

**NOTE:** This web site provides access to results of the Student Assessment of Instruction surveys completed each term in all USF courses. Using the options provided below, you can search the assessments by course, by instructor or by using the advanced options.

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Search Criteria
Course Term : Fall 2022 Course Prefix : mar Course Number : 4503 Course Section : 002

Tampa - Business - School of Marketing & Innovat	Instructor : Lim, Mikyoung	Course Term : Fall 2022
Course Title : BUYER BEHAVIOR	Course ID : MAR 4503-002, Reference Number 95244	

### **Course Comment:**

I thought the course was helpful in developing an understanding of how consumers think and function in the marketplace.

N/A

I really enjoyed the class!

The only suggestion I would make for the course is in the syllabus schedule on the last page. It is separated by weeks but within the week it did not specify if a quiz or assignment was due on the first or second class of that week. Otherwise the structure and material in the class is great!

Interesting course.

This course was really simple and straight forward keep up the great work.

The class was very informative and helpful for my future career.

I found her class very helpful because whenever she introduced any new material she would associate it with videos and exercises for me to understand the concept.

This class was fun! digging deep into consumer psychology.

The short papers were a great weekly/biweekly assignment and it helped me find real world examples of the content discussed in the course. I learned a lot from this teaching style and found it very beneficial.

N/A

Such an interesting course with a great professor!

I think overall the class is very interesting and I have learned a lot about the real world application of these concepts. I feel that this will really help me in my future career.

Great course, but the information in the course does not seem to be on par with a 4000-level course. Easy concepts that most students have already learned about, or noticed in life pertaining to human behavior.

Great content. I was definitely able to relate it to real-world experiences and it will help in the future.

### **Instructor Comment:**

I thought Mikyoung was a very great professor. She was very kind and caring towards her students. I would be happy to take another course with her in the future.

I really enjoyed taking this class with Professor Lim! She was really caring and genuinely wanted all of us to succeed in her course.

Professor Lim was very helpful outside of class. If I needed any assistance on topics that I was confused about she would take the time to help me understand it.

Professor Lim goes above and beyond for her students. She is a great role model and professor.

She gives a lot of feedback. She is understanding.

very caring teacher and would definitely recommend her to students.

Professor Lim is very knowledgeable on consumer behaviors and did a great job providing real world examples in order to understand the material! The PowerPoints used were extremely helpful in not being overly wordy, they were a great resource for the short papers. Professor Lim was available to help day and night, I greatly appreciate her concern to see her students exceed!

Excellent professor and even better person. Always open to help her students and will make an effort to make sure you're doing well inside and outside of the classroom.

Very interactive class and i could tell she really wanted us to understand what she was teaching. Great attitude and always happy.

One of the better professors I have had in a while, when things weren't going well in the first week they switched things up which was really appreciated.

She is very exciting to learn from and has great lectures.

I enjoyed her class because I had the opportunity to learn the material in a dynamic and innovative way with real-world examples. Overall, I recommend anyone that takes her course in the future to do so.

I absolutely love this professor. She deserves a million dollars. I enjoyed every single second of being in this class, plus the assignments, tests, and quizzes. I hope that I will receive the opportunity to be taught by Professor Lim again. I am truly honored.

She was an amazing instructor overall, and did an excellent job of providing the class with enriching material and marketing examples. The layout of the course content was well-planned and she did a great job of hosting class meetings and was always there to answer questions. I really enjoyed having her as an instructor!

Best Professor at USF. I feel like I learned a lot and her teaching style was great! I would definitely recommend this professor to any of my peers.

She is very patient and understanding with the students. She makes sure we know when we do a good job and is a great teacher!

I enjoyed seeing how much she cared for the subjects and students!

This professor was very kind and helpful and she gave great feedback to our class. She was easy to communicate with and she had quality assignments. I think she prepares us well for exam by having a thorough review.

Professor Lim is a great professor, very caring and open to anything. Whether it be ideas for class, new ways to teach, or even just a conversation about our futures, Professor Lim is a great teacher and a great person! The only thing I would say could be improved is keeping students interested in the course by showing a more personable side of herself! Getting to know that your teacher isn't just a teacher, but a person with life experiences that she can pass down to us students that are near graduating!

She always looked to help students fully comprehend topics, and often created small activities whether watching videos and answering questions, or other things that got the class working together. A very awesome teacher of mine.

Sweetest professor so have ever had. Gives great examples of content we learn and wants us all to succeed.

Absolutely awesome. A great teacher who gave students opportunities to succeed in her class as well as deliver material with simplicity and ease. She is an even better person, always genuine and caring about everyone.