



Fall 2022 report for MAR 4503-002(95244) BUYER BEHAVIOR (Mikyong Lim)

USF Student Assessment of Instruction

Project Audience: 39
Responses Received: 27
Response Ratio: 69%

Subject Details

Course Name: BUYER BEHAVIOR
Section: 002
College Name: Business
Department Name: School of Marketing & Innovat
Term Title: Fall 2022
First Name: Mikyong
Last Name: Lim

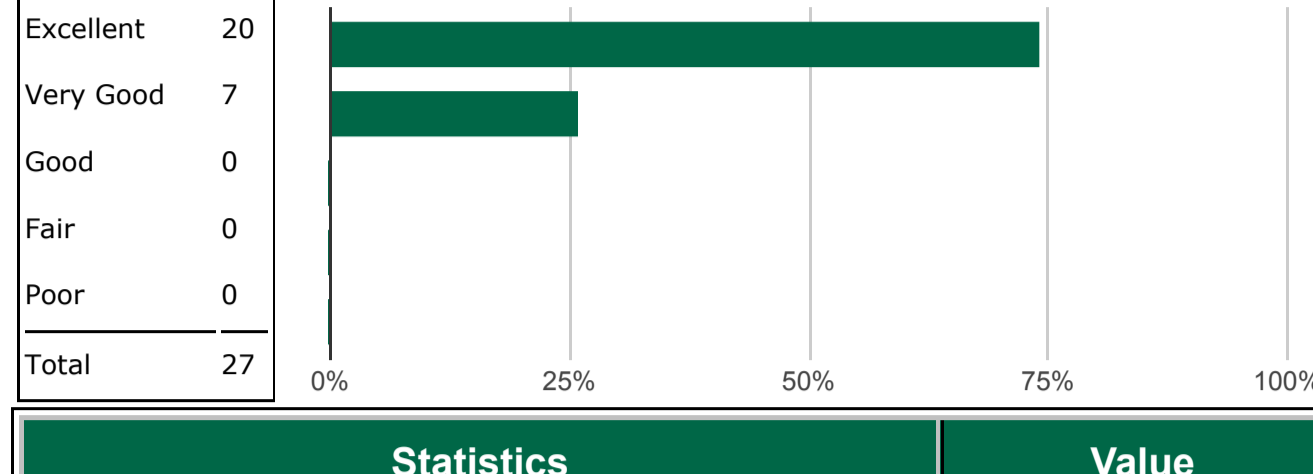
Section 1. Frequency Statistics

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

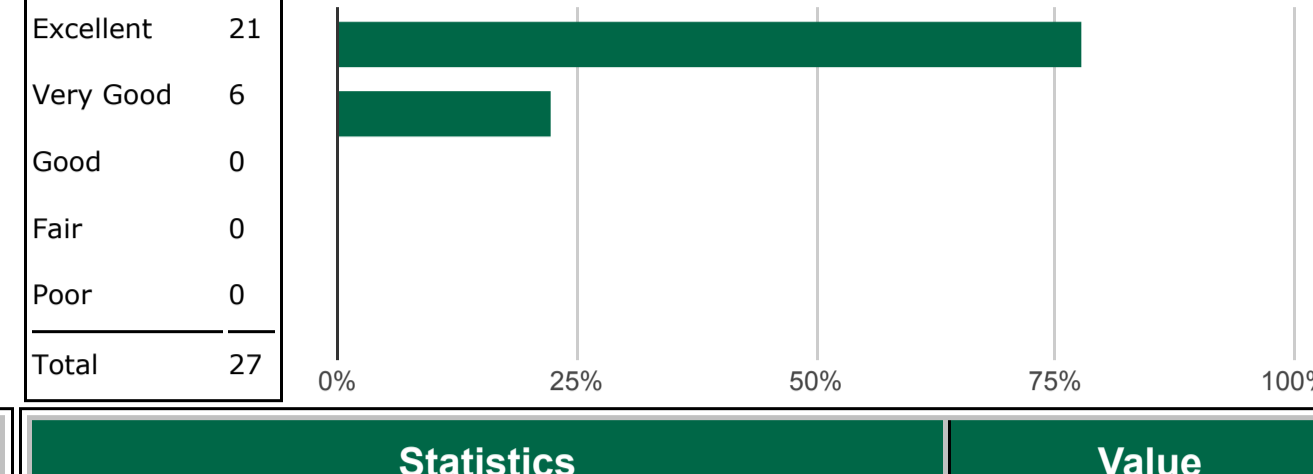
Select your rating of the following statements as pertaining to **Mikyong Lim**

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

1. Description of Course Objectives & Assignments



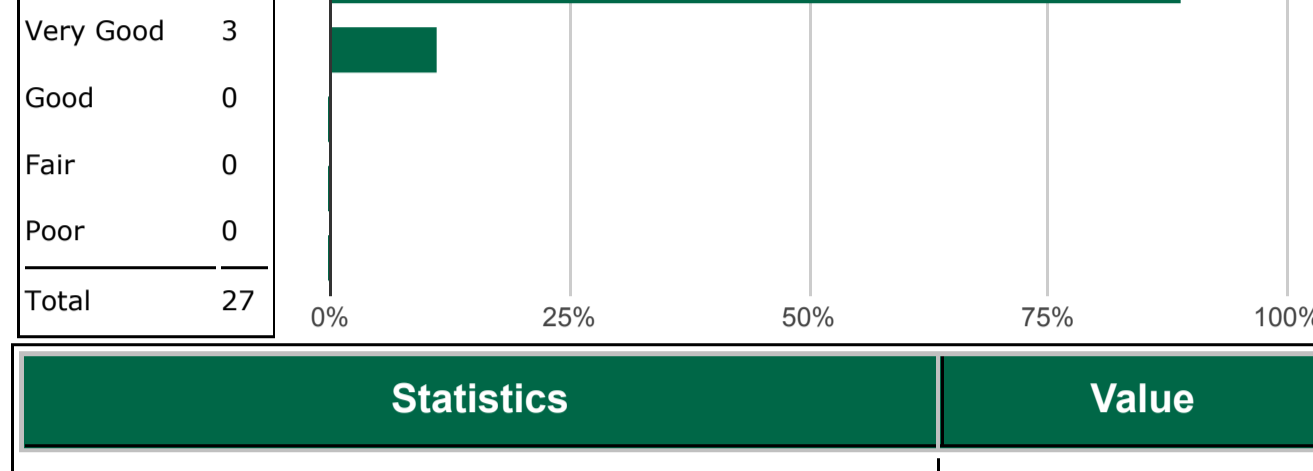
2. Communication of Ideas and Information



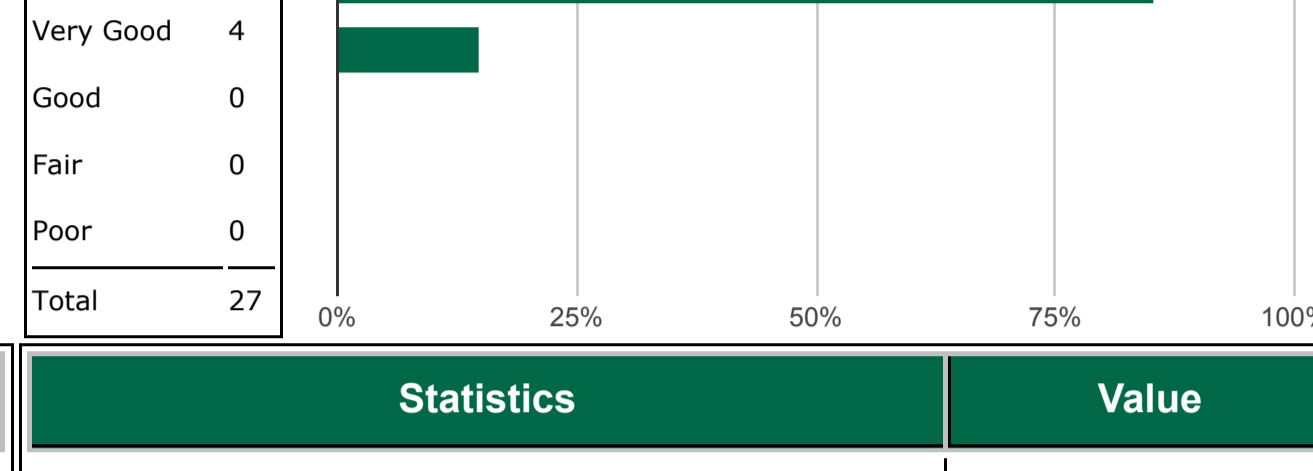
Statistics	Value
Mean	4.7
Median	5.0
Mode	5
Standard Deviation	+/-0.4

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

3. Expression of Expectations for Performance



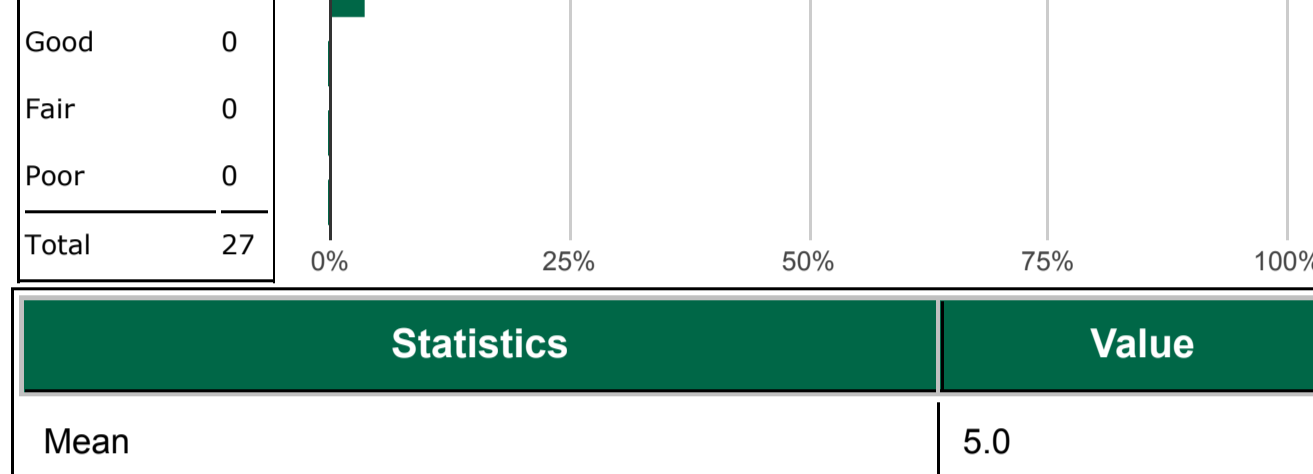
4. Availability to Assist Students In or Out of Class



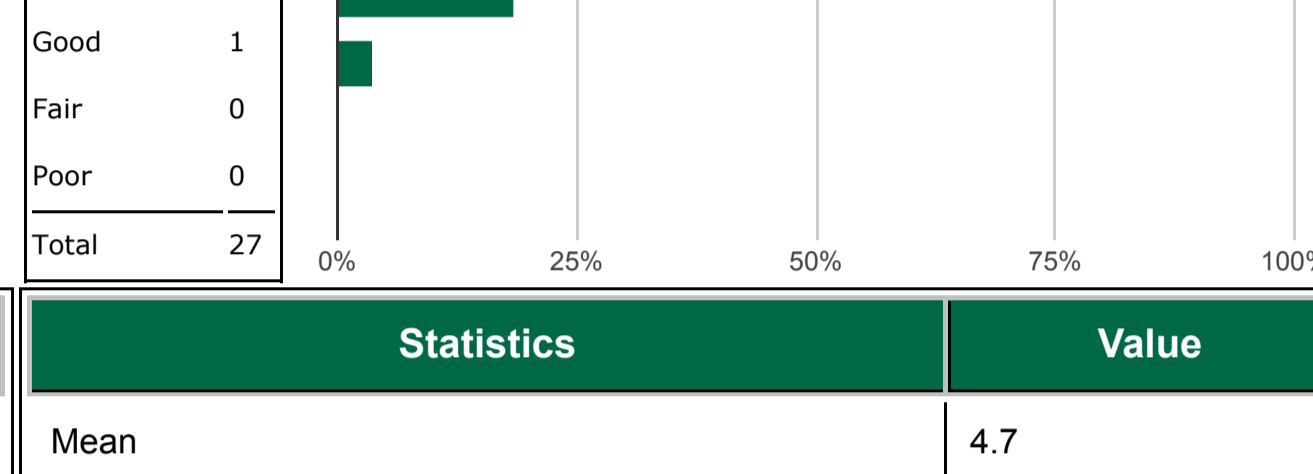
Statistics	Value
Mean	4.9
Median	5.0
Mode	5
Standard Deviation	+/-0.3

Statistics	Value
Mean	4.9
Median	5.0
Mode	5
Standard Deviation	+/-0.4

5. Respect and Concern for the Students



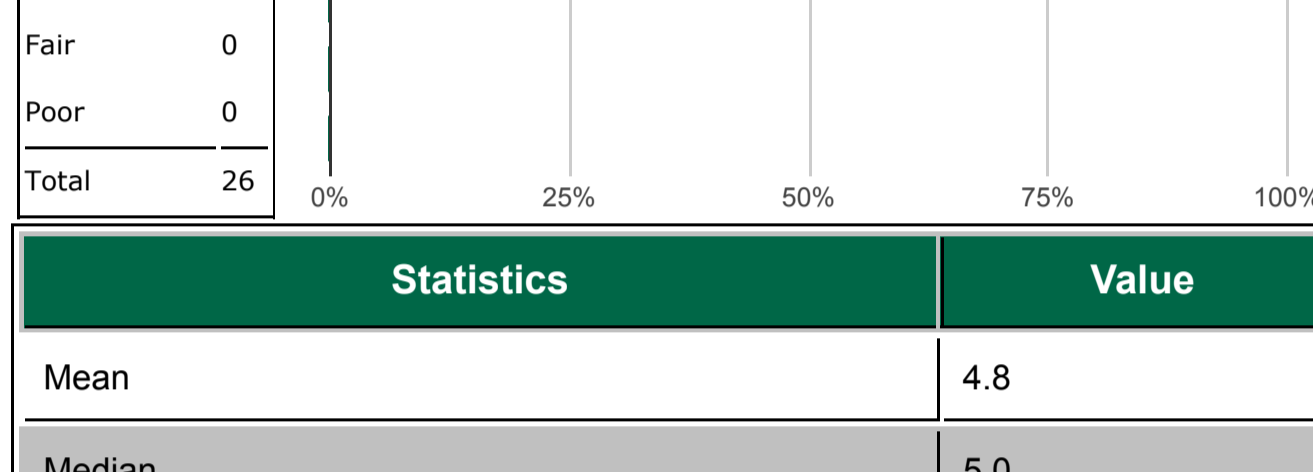
6. Stimulation of Interest in the Course



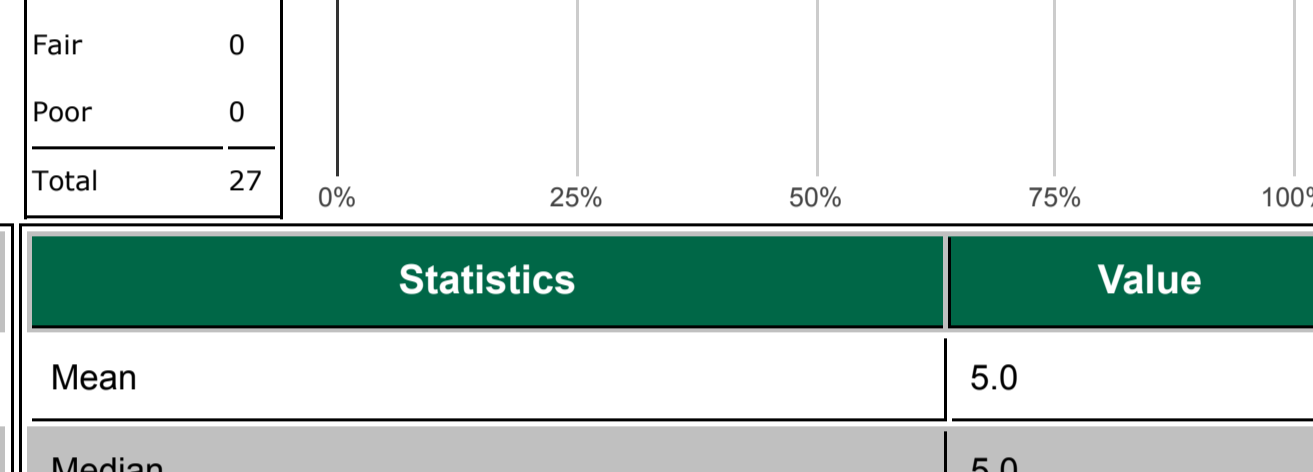
Statistics	Value
Mean	5.0
Median	5.0
Mode	5
Standard Deviation	+/-0.2

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

7. Facilitation of Learning



8. Overall Rating of the Instructor



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

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

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 **Mikyong Lim**

Overall	Course	Department (1406)	College (14)
	4.90	4.30	4.30
1. Description of Course Objectives & Assignments	4.70	4.30	4.30
2. Communication of Ideas and Information	4.80	4.20	4.20
3. Expression of Expectations for Performance	4.90	4.30	4.30
4. Availability to Assist Students In or Out of Class	4.90	4.40	4.30
5. Respect and Concern for the Students	5.00	4.50	4.40
6. Stimulation of Interest in the Course	4.70	4.20	4.20
7. Facilitation of Learning	4.90	4.20	4.20
8. Overall Rating of the Instructor	5.00	4.30	4.30

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 **Mikyong Lim**

Comments
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.
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.
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.
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.
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 enjoyed seeing how much she cared for the subjects and students!
I really enjoyed taking this class with Professor Lim! She was really caring and genuinely wanted all of us to succeed in her course.
I thought Mikyong 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.
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.
Professor Lim goes above and beyond for her students. She is a great role model and professor.
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!
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 succeed!
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.
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.
She gives a lot of feedback. She is understanding.
She is very exciting to learn from and has great lectures.
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!
She was an amazing instructor overall, and did an excellent job of providing the class with enriching material and providing real-world 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!
Sweetest professor so have ever had. Gives great examples of content we learn and wants us all to succeed.
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.
very caring teacher and would definitely recommend her to students.
Very interactive class and I could tell she really wanted us to understand what she was teaching. Great attitude and always happy.

Please provide any additional comments with respect to **MAR4503-002 (95244) BUYER BEHAVIOR**

Comments
Great content. I was definitely able to relate it to real-world experiences and it will help in the future.
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.
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.
I really enjoyed the class!
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.
I thought the course was helpful in developing an understanding of how consumers think and function in the marketplace.
Interesting course.
N/A
N/A
Such an interesting course with a great professor!
The class was very informative and helpful for my future career.
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!
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.
This class was fun! digging deep into consumer psychology.
This course was really simple and straight forward keep up the great work.