

UCR STUDENT EVALUATION OF TEACHING FORM
OFFICE OF INSTRUCTIONAL DEVELOPMENT
WINTER QUARTER 2003

Instructor: L. Perner

Course: Business Administration 110
Intro to Marketing

Enrollment: 300 (excluding auditors and concurrently enrolled students)

Number of Forms Returned: 135

Below are the comments submitted by the students in the above course. All comments have been typed exactly as they were written, including any misspelling, grammatical errors, or punctuation errors. All comments submitted by a given student are grouped in a single paragraph, with a space separating the comments of different students. The number of students writing comments may be less than the number of forms returned because some of the students choose not to make comments.

The comments have been ordered on the basis of student response to Question 1: "What is your overall rating of the instructor?" The first comments typed are those made by students who gave the instructor the highest rating (e.g. 7 or excellent), followed by the comments made by students who rated the instructor "6", etc. The comments of students who did not respond to the question were typed last, after 4 spacing lines. It is hoped this ordering system will provide a useful but unbiased grouping of comments.

1. It was a good class.
2. You worry to much about the sound. It is good enough. Tell the people to move forward. I liked your class.
3. Enjoyed class! Power Point usage was especially helpful to conseptialize material and prepare for exams.
4. Dr. Perner is very concerned about students understanding of the course. He is a professional lecturer.
5. I really enjoyed this course. I appreciated being e-mailed the syllabus before the course started. I also appreciate the opportunity to raise up my grade with extra credit.
6. Pelnors the man!!!
7. Perner rocks!!!
8. Your questions on your midterm should explain exactly with what you are having the TAs grade by.
9. Very understandable and at the same time amusing. Encouraging us to learn the material.
10. Very organized. Need to make lecture more interesting.

11. He is pretty good. He has more knowledge about the subject.
12. Dr. Perner makes his lecture fun and easy to digest. I like the videos he shows, as well as the helpful material he posts on blackboard.
13. I think Lars Perner is a great professor. He keeps the course interesting and speaks so that students can fully understand the material. He wants students to succeed and cares about the quality of his teaching.
14. I enjoyed the movie video clips which helped I.E. the course material with the real world.
15. The instructor teaches well. He uses powerpoint slides that are useful and videos that show examples of how it relates to life.
16. Very good instructor; spoke a little monotone making it hard to infer what was really important or when the subject being talked about would change.
17. I enjoy working on the projects and it help me understand how products are marketed. It is very useful.
18. I like the videos.
19. I like this class.
20. You did a great job. The material is already interesting but the extra videos made the class fun. Thanks. P.S. I completely respect how you take so much precaution in dealing with cheating. Your tactics are definitely worthy of praise.
21. Cool.

22. Very interesting class. Well presented. I love the video clips used to demonstrate the material. Test questions kind of difficult though. It is hard when you have options like both A and B and all of the above. It should be more specific answers.
23. Professor Lars seems to have put in a lot of effort in teaching this course. It is interesting to see videos about current marketing conditions. The homework is actually interesting to do.
24. Lectures were relevant to the course material and presented in an organized fashion. Also, Wendy was an excellent TA. The material she provided was very helpful.
25. He is a clear concise instructor. He makes sure the material is relevant to the working world and business arenas. I can apply a lot of the lectures and assignments to what may be required knowledge for a job in marketing or finance. I have enjoyed the material and may now consider a major in marketing.

26. He gave us very good information for the exams. He prepared us very well for everything in the course.
27. The instructor has done a good job!
28. I enjoyed the course thoroughly and appreciate the material presented through the video clips. I'm not very fond of the weekly projects because I don't feel I learned anything more from them. They mostly felt like busy work because I learned the concepts in class, but I do enjoy the class and the professor.
29. Perner has managed to teach me the material in depth, which my previous BSAD professor failed to do. Overall Perner is doing a wonderful job. The review for the midterm and final, which are online are extremely helpful. The assignments have also helped me better understand the different aspects of marketing. I wish all my professors were as dedicated as Perner. The video clips are really helpful.
30. The instructor is very good at teaching the material and is very concerned with the students and their attendance. He seems to enjoy his job and encourages the students to learn the material presented in class.
31. Perhaps the professor could lessen the "monotone" that exists in his voice. I found myself falling asleep at times. Also, the textbook material was precise as far as what was to be on the test(s). However, I was not as clear as to the content of lecture material to be on the exam(s).
32. The way he speaks should be changed. Too monotoned and drive students asleep.
33. I like his lecture. He shows video clips to so we can better understand the topics.
34. Because of this class, I am considering a career in marketing. The videos that the professor presents are a nice complement to the course material. The only suggestion I would make is for the professor to show more videos. I would also like to add that the papers we were required to do were interesting and informative.
35. This class was helpful and different for me. I enjoy it. However, I think it would be fun if there was more discussion during class.
36. I enjoyed your audiovisuals. I thought they helped explain the subject matter in a day to day use.
37. Don't use multiple choice exams--The assignments are all written, so should the exams.
38. He presents the material in an organized manner and the assignment is well presented in the syllabus which is very helpful, as well as the use of blackboard posting help the student to understand the material better.

39. Very organize, very well communication with students.
40. Loved the video presentations, it helped kept class interesting.
41. I love the way Dr. Perner strive to make the material in class more interesting. I really enjoy his class. ☺
42. Likes to talk so I sometimes get confused as to what is important information and what isn't.
43. He's a good professor. Need more professors like him.
44. The instructor presented the material in this course very methodical. He went over a variety of issues that I thought was very important. He made the course enjoyable. He gave every student the opportunity to succeed in this course.
45. My attention level lessens after half an hour of lecturing. Make lectures more interesting.
46. He is smart, but he need to make the class more interesting. Like telling more jokes. His exam is too hard.
47. I like his use of video clips. They tended to wake me up on days that I was tired. His powerpoint slides were well organized as well.
48. The instructor is very organized and presents the course material in an orderly fashion where it is easy to understand.
49. Professor Perner presents the material in an organized fashion which helps his students understand the course completely. He's doing a great job.
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50. Mr. Perner is a wonderful instructor. He provides the students with the necessary materials for learning. He is very well organized and clearly spoken. I've learned many valuable lessons in this course. However, I think the exam should be written more clearly. I think there's many trick questions and answers. Overall, Mr. Perner has done a good job. ☺
51. The instructor's teaching method is like most others, 95% slides and the occasional video clip. I found the material slightly boring, but not due to any fault of the instructor, it's just not my thing. I would recommend this instructor to my friends.
52. He's a great instructor. I like the way he shows the video to help student understand the material better. But his exams are hard. Overall, he's a good instructor.
53. I learned a lot from the assignments. I feel that they are very applicable and the research for them is real-world research. They enforce the material taught in class well.

54. It's very good to have study sources online: keep it on. Need improved - teachers should talk about more cases of marketing and tells us more in the real life. In class prof. should make up some jokes of marketing to have fun in class.
55. I like that he shows video clips that relate to material. While he is a good teacher, the subject I find pretty boring. It's nice to watch a video to break up the lecture.
56. I really have a great appreciation and respect for the organization of the instructor. He showed great concern for the students and tried very hard to present the material in an interesting manner, however the presentation of the material was not very interesting at all. I really enjoyed the way he used clips from commercials and movies to further explain the concepts. Overall, great organization, boring lecture. Professor Perner should work on his lecture, as far as capturing the audience.
57. Please, please stop 'uhing' in class. It's really hard to listen to the lecture if I can count Protenson's uhm...um...uh~um so many times. It's really annoying . Also, I can't really focus if you speak with a monotone! There's really no point of coming to class if you make the class boring.
58. This course is very interesting and valuable to me because the instructor has bring out lots unexpected society marketing strategies and show us in vedio and tapes. These make the lecture fun and enjoyable.
59. I appreciated the enthusiasm the instructor had for the material. He knows a lot about the subject. I really enjoyed and thought that the videos he showed from news shows, such as Dateline, were very helpful in understanding the material more. They also were great examples. The one aspect of the course I did not appreciate/like was the fact that on grading we were unable to get perfect scores. For instance, my TA flat out stated that she would not give a 25/25 for an essay question, even if it was perfect, simply because she did not want us to consider ourselves "perfect." If the answer is exactly what is wanted, why not give the appropriate points?
60. I really liked the videos that you showed but the monotoned voice KILLED the whole class time. You really know your stuff but I believe students will learn more if they see you more enthusastic.
61. Professor is always prepared but his lecture is hard to concentrate on because of his speech style. Very monotone. The assignments were fun and interesting.
62. I didn't appreciate that every time the professor spoke, he would say "hum" about 50 times per minute. It was very distracting.
63. I appreciate how organized Professor Perner is. He makes it easier for the students because we can access everything we need on the course website. I especially like the way Mr. Perner incorporates television advertisements and news clips in his lectures because it helps me understand the materials better.

64. He showed videos that are interesting and relates to the material in class.
 65. Tests are extremely difficult. Especially answers that say two of these, none of these, all of these.
 66. Cool guy!!!
 67. The exam is really hard! I don't like it. I'd rather to have quiz/test periodically thruout the course.
 68. Nice man.
 69. I liked that the professor showed videos of real life marketing issues.
 70. He is a very considerate person. Also seems to be thorough.
 71. Professor should make the class more fun. Speaks too much and students fall asleep.
 72. Overall the instructor's teaching was good but could be made better by having some interaction during class with students. Branching off to video material made the teaching a bit diversified and not as dull. A greater emphasis should be placed on feedback from students of the material presented instead of just pure lecture.
 73. The lecture would often put me to sleep, however that could be due to the class being held in the theater. His use of videos and commercials that demonstrate key points was interesting and very helpful. Dr. Perner has a very dry sense of humor, however it is plainly obvious that he care a lot about students learning.
 74. There is a lot of information that is covered to quickly. I suggest narrowing the material that would be tested on in the midterm and final.
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75. The professor has to work on his speaking. Way too many "ughs". Try Toastmasters!!!
 76. He is very organized and presents material in an understandable, clear manner.
 77. Very helpful in office hours. Cares about his students.
 78. Well organized, however low enthusiasm.
 79. I like the part that he shows the video to us. Class is kind of boring.
 80. I uhh think uhh that the uhh instructor uhh... Uhh needs to uhh stop saying uhh... Uhh and uhh he uhh waves uhh his uhh hands uhh around when uhh he talks uhh it uhh is ugh very uhh distracting uhh.
 81. The lectures are not helpful at all.

82. I can tell he fully understand the class material, but I don't really like the way he talk. His monoton makes me feel sleepy but I do like the vedios that he shows the class. I learned a lot from it.
83. This is the most boring class I have ever taken before. I haven't learned anything useful. And his voice is very bad.
84. Instructor is a bit too boring for this very interesting class.
85. Hmm... The test are a big confusing...