



Technische
Universität
Braunschweig



Institut für
Marketing
Prof. Dr. Wolfgang Fritz



Ergebnisse der Beurteilung der Lehrveranstaltung
International Marketing (englisch)

WS 2019/2020



Profillinie

Teilbereich: Carl-Friedrich-Gauß-Fakultät - Wirtschaftswissenschaften

Name der/des Lehrenden: Prof. Dr. Wolfgang Fritz

Titel der Lehrveranstaltung: Internationales Marketing (English)
(Name der Umfrage)

Verwendete Werte in der Profillinie: Mittelwert

2. Concerning the course

2.1) How often did you attend the course?	always					hardly ever	n=4	mw=1,3	md=1,0	s=0,5
2.2) How often did you attend the exercise?	always					hardly ever	n=5	mw=1,0	md=1,0	s=0,0

3. Evaluation of the course

3.1) How do you rate the course overall?	very good					very bad	n=5	mw=1,2	md=1,0	s=0,4
3.2) Was the content of the course up-to-date?	yes, very up-to-date					no, very out-of-date	n=5	mw=2,0	md=2,0	s=0,7
3.3) Did the script/textbook support the course?	yes, very					no, not at all	n=5	mw=1,2	md=1,0	s=0,4
3.4) Did you have all knowledge necessary for understanding the course?	yes, all					no, not at all	n=4	mw=1,3	md=1,0	s=0,5
3.5) Did the instructor convey the content effectively (presentation style, tempo, structure)?	yes, perfectly					no, not at all	n=5	mw=1,0	md=1,0	s=0,0
3.6) Did the instructor prepare the lecture well?	yes, very well					no, very bad	n=3	mw=1,3	md=1,0	s=0,6
3.7) Was the instructor competent?	yes, very					no, not at all	n=4	mw=1,0	md=1,0	s=0,0
3.8) Did the instructor answer posed questions satisfactorily?	yes, completely					no, not at all	n=5	mw=1,2	md=1,0	s=0,4
3.9) Did the instructor inform you about the relevant literature?	yes, comprehensively					no, not at all	n=4	mw=1,0	md=1,0	s=0,0
3.10) Did you find adequate/comprehensive literature in the university library?	yes, comprehensively					no, not at all	n=2	mw=1,5	md=1,5	s=0,7
3.11) How would you rate the knowledge you have gained and the learning results in this subject?	very good					very bad	n=4	mw=1,5	md=1,5	s=0,6
3.12) Has the course increased your interests in this subject area?	yes, absolutely					no, not at all	n=4	mw=1,8	md=1,5	s=1,0
3.13) Would you recommend this course?	yes, absolutely					no, not at all	n=5	mw=1,4	md=1,0	s=0,5