Course Experience Survey
Onshore Semester 1, 2014

FOE: 080599-Sales and Marketing not elsewhere

Age: 20 or less: 71
21-24: 28
25-34: 31
35-44: 2
>44: 1

Hours studying for course: 0-2: 46
3-4: 43
5-6: 35
7-10: 7
11-14: 4
15-19: 1
20 or less: 71
0-2: 46
3-4: 43
5-6: 35
7-10: 7

Full time: Not known
Part time: Not known
Local: 127
International: 6

No of Surveys Submitted for this FOE: 133

Demographic data shown come from submitted survey forms; numbers refer to forms submitted rather than individual students.

SUMMARY

Good Teaching Scale (GTS): 87.0%
Overall Satisfaction (OSI): 79.7%

Percentage Agree for Survey Questions

<table>
<thead>
<tr>
<th>Survey Questions</th>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. My instructors have a thorough knowledge of the course assessment.*</td>
<td>94.7%</td>
</tr>
<tr>
<td>2. My instructors provide opportunities to ask questions.*</td>
<td>92.5%</td>
</tr>
<tr>
<td>3. My instructors treat me with respect.*</td>
<td>94.7%</td>
</tr>
<tr>
<td>4. My instructors understand my learning needs.*</td>
<td>78.2%</td>
</tr>
<tr>
<td>5. My instructors communicate the course content effectively.*</td>
<td>81.2%</td>
</tr>
<tr>
<td>6. My instructors make the course content as interesting as possible.*</td>
<td>80.5%</td>
</tr>
<tr>
<td>7. Overall, I am satisfied with the quality of this course.</td>
<td>79.7%</td>
</tr>
</tbody>
</table>

* Items in the Good Teaching Scale (GTS)

GTS Mean: 4.4

% agree is the number of students who "agree" or "strongly agree" as a percentage of the number who responded to that question.

Mean ranges from 1 = strongly disagree to 5 = strongly agree

More information about the GTS and the CES can be found at:
http://www.rmit.edu.au/ssc/ces/faq

Reports for survey items for Schools and Colleges are available for comparison purposes at:
http://www.rmit.edu.au/ssc
1. My instructors have a thorough knowledge of the course assessment.*

2. My instructors provide opportunities to ask questions.*

3. My instructors treat me with respect.*

4. My instructors understand my learning needs.*

5. My instructors communicate the course content effectively.*

6. My instructors make the course content as interesting as possible.*

7. Overall, I am satisfied with the quality of this course.

For further information about this report, or other RMIT surveys, contact the Survey Services Centre at: surveys@rmit.edu.au