

AGSM

**Course and Teaching Evaluations
2-year summary for 2005-2006**



Professor Murali Chandrashekar

EMBA—Marketing Strategy

Question guide

(5-point scale; 5=Strongly agree, 4=Agree)

- 1) Provided clear explanations of materials
- 2) Gave well-organised presentations
- 3) Was well-prepared
- 4) Provided good examples or applications
- 5) Appeared to enjoy teaching

Year	2005				2006	
Section	Cohort A1	Cohort A2	Cohort B1	Cohort B2	Cohort B2	Cohort C1
Dates	Feb 7-12	Feb 14-19	Feb 21-26	Feb28-Mar5	Mar 26-31	Apr 3-8
Class size	41	42	40	41	36	42
Top-2 box proportion						
Q1	100%	100%	100%	100%	100%	100%
Q2	87%	100%	100%	100%	100%	100%
Q3	100%	100%	95%	100%	100%	100%
Q4	96%	100%	100%	100%	100%	100%
Q5	100%	100%	100%	100%	100%	100%
Mean						
Q1	4.74	4.71	4.89	4.69	4.81	5.00
Q2	4.48	4.81	4.89	4.63	4.81	5.00
Q3	4.74	4.81	4.89	4.75	4.88	4.86
Q4	4.74	4.71	4.95	4.69	4.88	4.86
Q5	4.83	4.81	4.95	4.81	4.93	4.86

Student Comments–2005

Cohort A1

- He was great!
- I would have liked to hear some relevant Australian examples rather have the same old 'text book' examples from America.
- His presentation content was largely a repeat of the GCM unit, not much development.
- Good session.
- Trim down presentation. Allow more time for group work.
- Lively presenter.
- Needs better time management.
- Very energetic presenter that was interactive with the class and very engaging.
- Great concepts.
- Basic content, much of it was covered in Marketing Principles GCM subject

Cohort A2

- Excellent!
- Excellent lecturer! Great style made the topic interesting and humorous.
- Didn't move much (if any) beyond what we were taught in Marketing Principles.
- Excellent presenter and content.
- Great illustration through examples.
- Murali is a funny bastard and a top Aussie!

Cohort B1

- Excellent presenter
- Great material/Dynamic speaker.
- Improvement difficult to identify maybe, but last hour could have been used with greater effect by more examples

CohortB2

- Good insight, made it enjoyable. Wanted more on marketing should have extended his presentation for the whole day
- Excellent – M Vision!
- Murali was good, engaging and encouraged interaction in the class
- Lost it a bit in the afternoon
- Don't repeat what we have already covered in Marketing Principles, build on this base
- Simpler case study (less detailed) or more reading time allowed
- Awesome
- More case work examples/experiences
- Slides should be more detailed. They appeared to be just headings. Otherwise very good
- Hand slides out

Student Comments—2006

Cohort B2

- More small biz?
- Have more time with Murali – he was a very energising presenter.
- Very good examples – both Parma and Golf!!
- Brilliant!
- Really picked up the tempo in a positive way – really excellent!
- Excellent. Very interesting facilitator.
- Murali was awesome, no improvement needed. Keep up the golf jokes!
- A very warm and engaging presenter. I feel that sales and sales management always gets eclipsed by marketing.

Cohort C1

- Excellent job, enthusiastic, great examples much broader than the other lecturers.
- A star performer
- More golf analogies
- Murali is excellent – I thoroughly enjoyed his presentations, but could have done with extending it further – perhaps a faster pace that took the material beyond Marketing Principles.
- I really enjoyed our session with Murali and found marketing both interesting & challenging.
- Murali was engaging, entertaining & challenging
- Very interesting & engaging speaker. Lifted the cohort when we were all feeling tired. Included the class in discussions. Was a pleasure to listen to.
- Very enjoyable.