



**BUSINESS SCHOOL**  
AALBORG UNIVERSITY

**TEACHING EVALUATION**

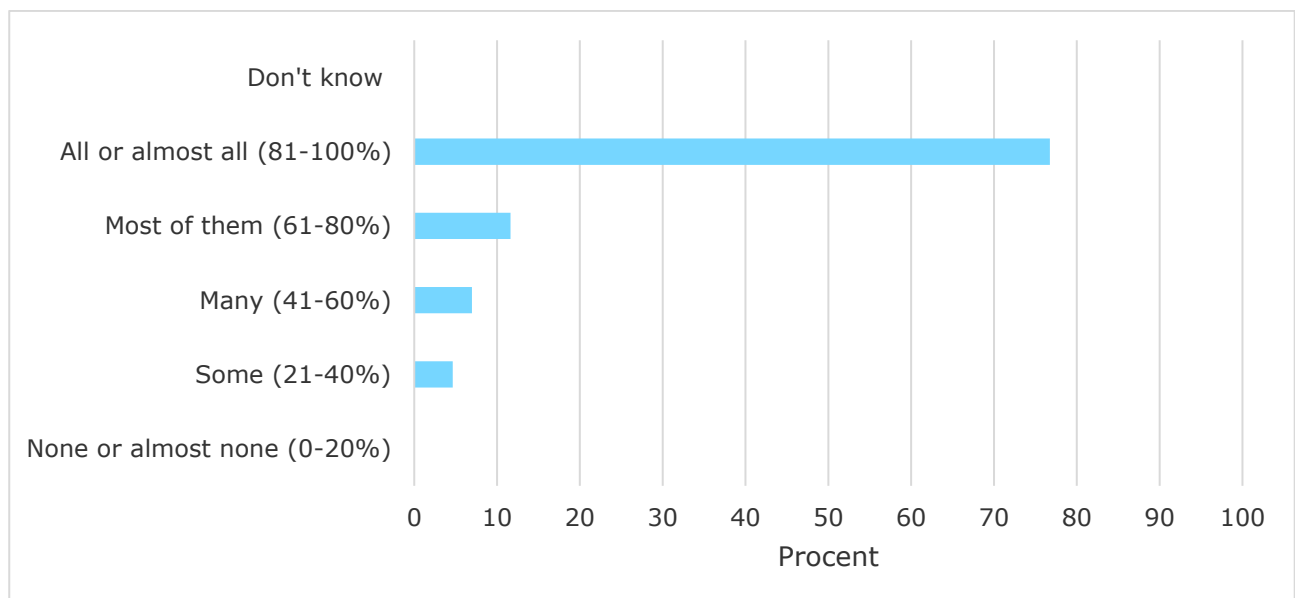
**Autumn 2021**  
**MCs in Marketing**  
**1. semester**

## Content

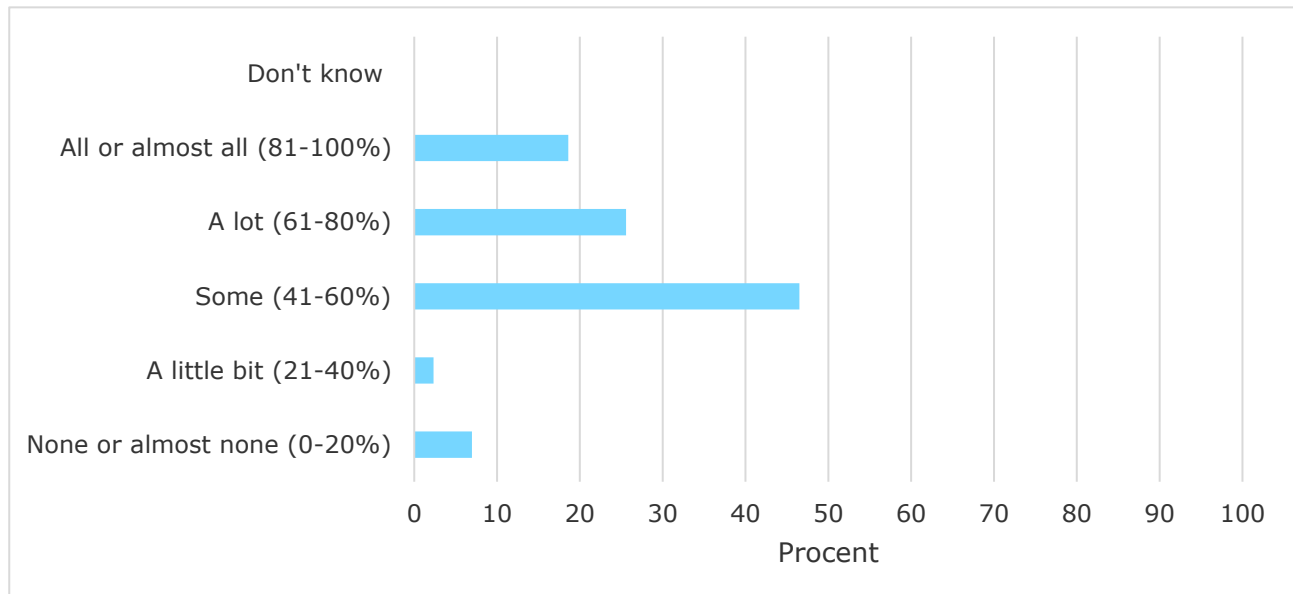
This teaching evaluation consists of evaluations of the following modules

1. Fundamental Marketing, Customer Value, Sales Management and Customer Buying Behavior
2. Customer Experience Management and Value Co-creation (Elective)
3. Strategic Brand Management (Elective)

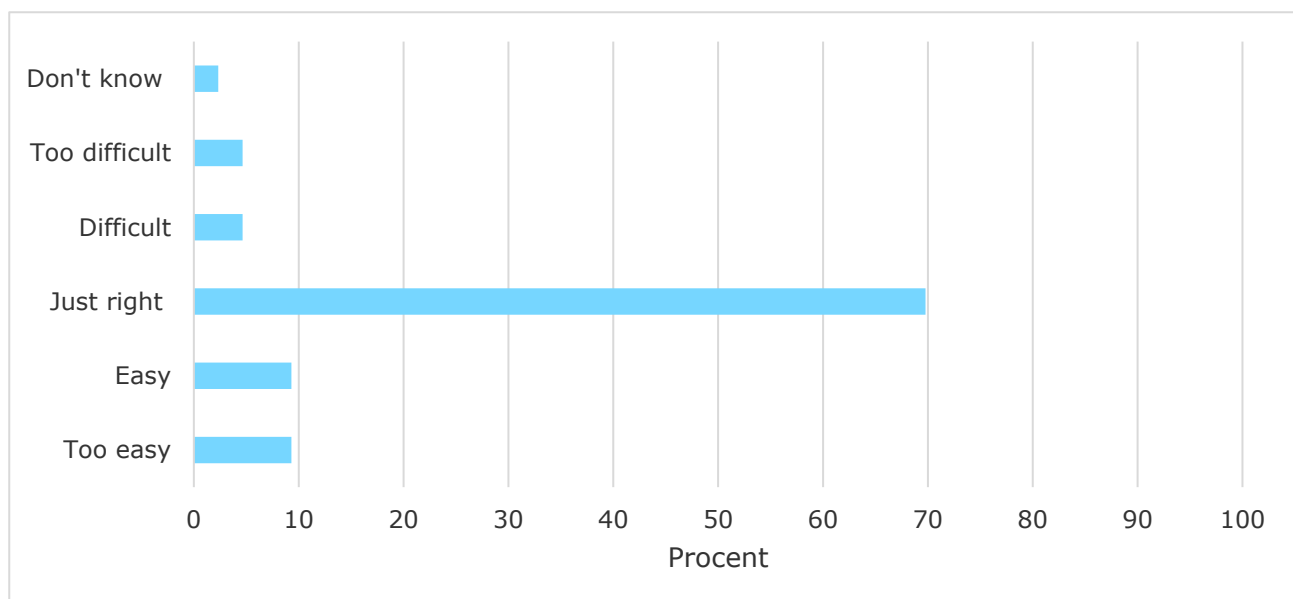
### 1. How many of the lectures for this module have you participated in?



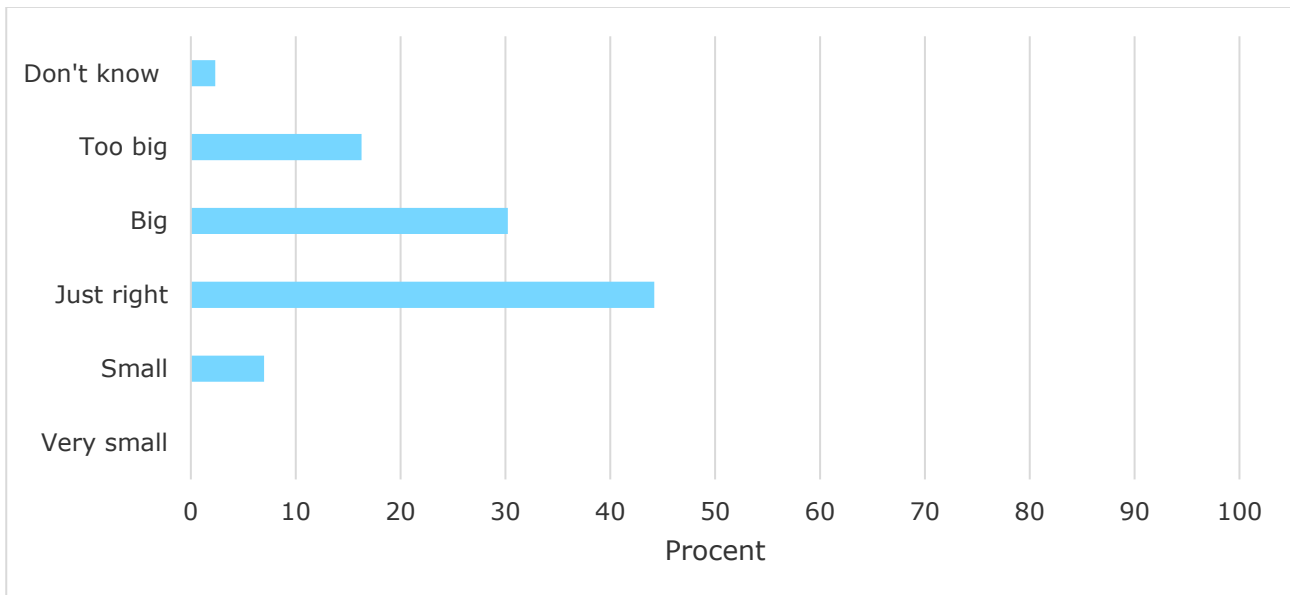
## 2. How much of the curriculum have you read?



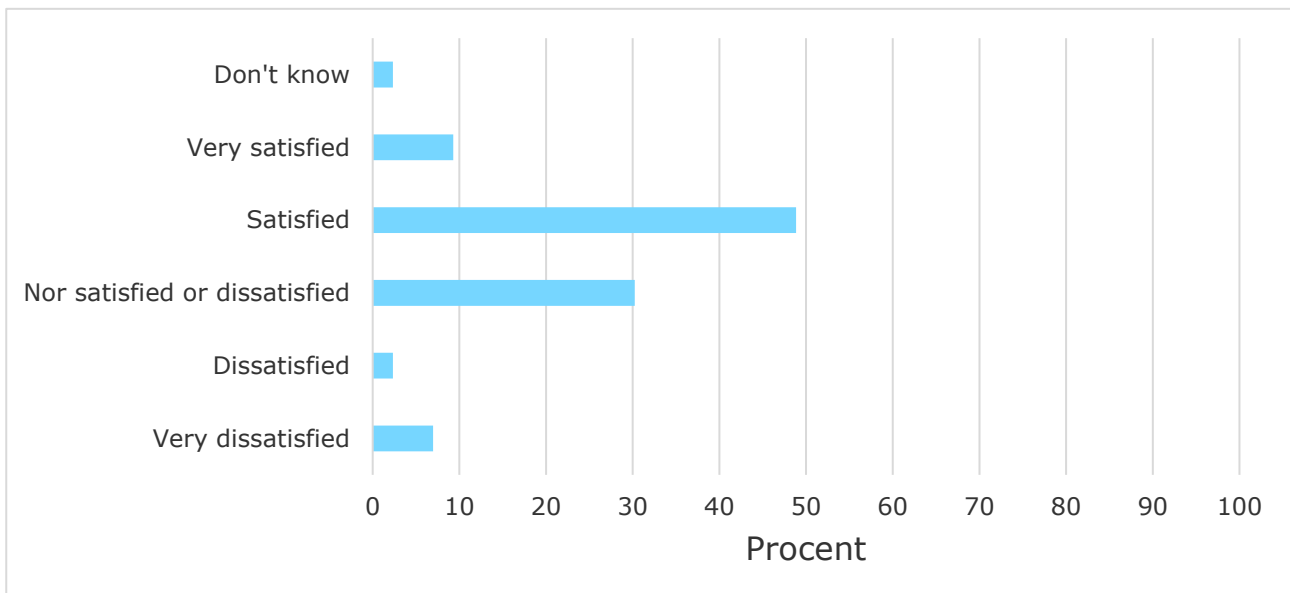
## 3. In relation to my own qualifications, I experienced the difficulty of the curriculum as:



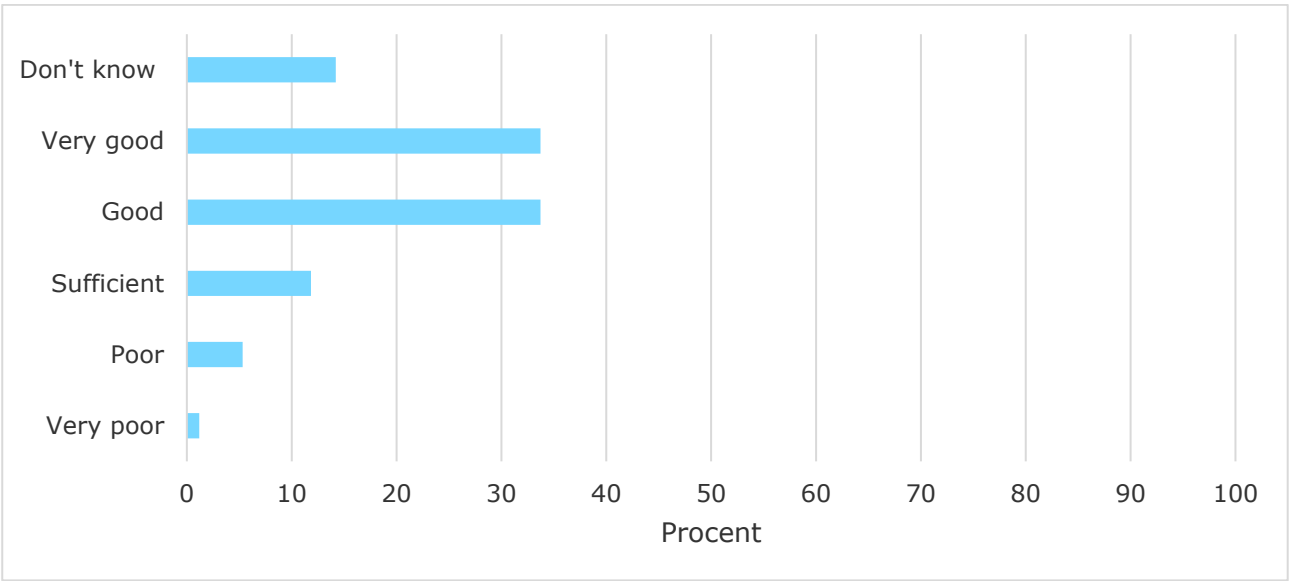
**4. In relation to my own qualifications, I experienced the size of the curriculum as:**



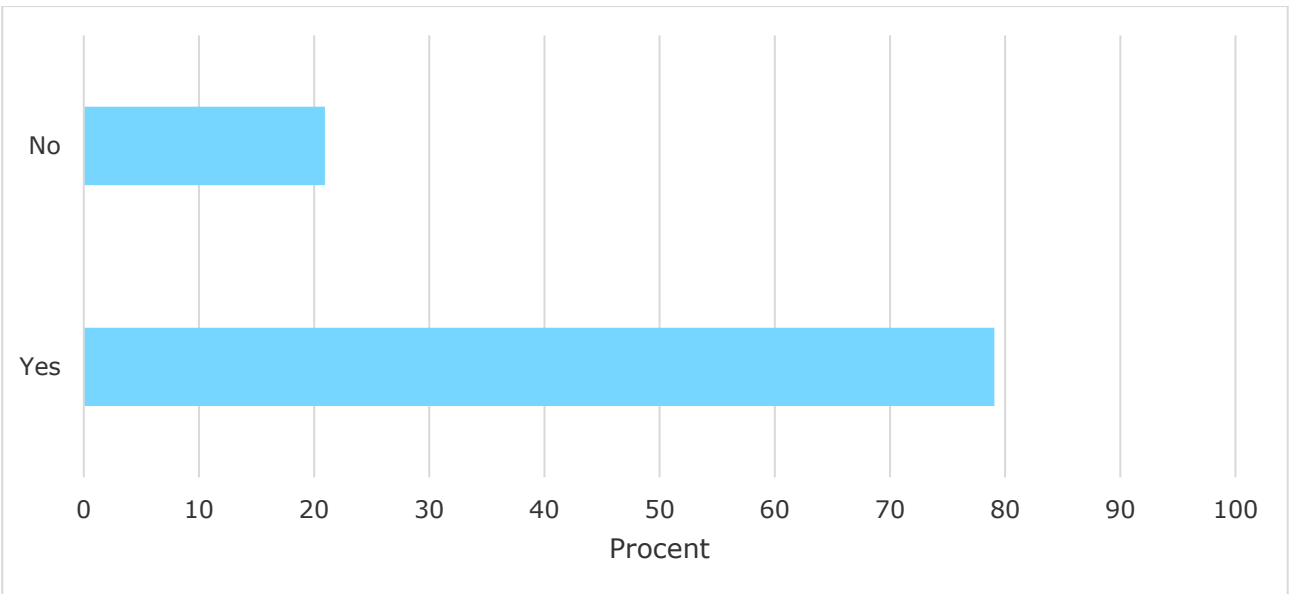
**5. How satisfied are you with the logical order of the topics presented in the module?**



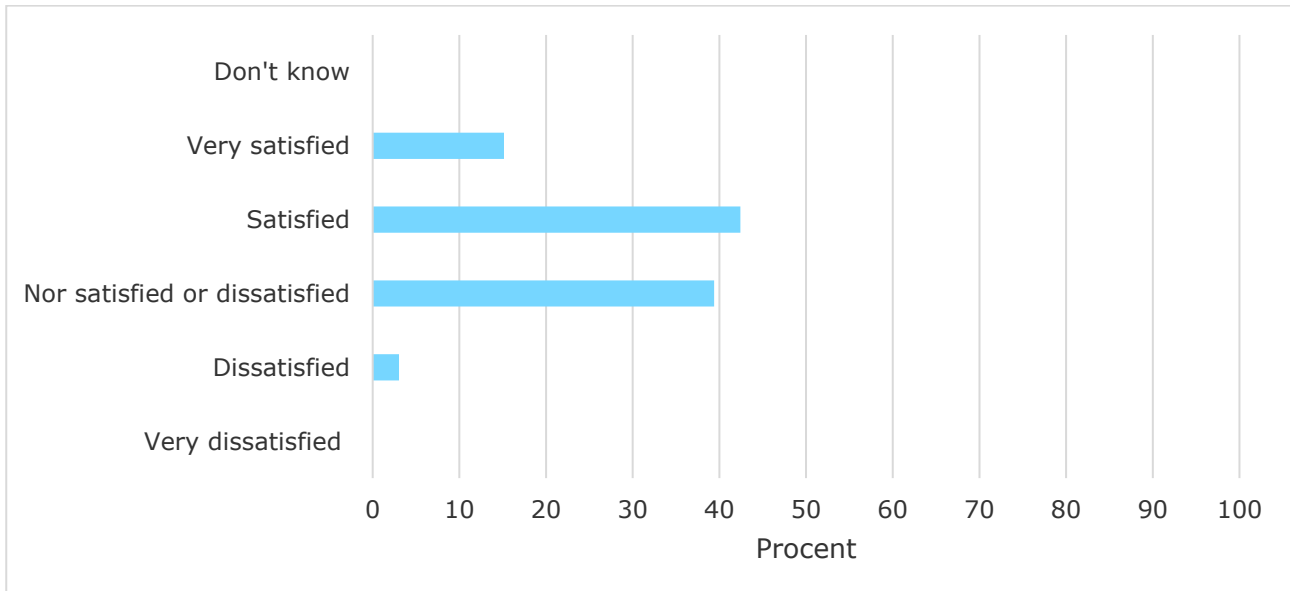
**7. How would you rate the following teacher's ability to communicate the knowledge?**



**8. Have you received digital teaching in the module?**



### 8a. How satisfied are you with the digital teaching?



### 9. How much have you benefited from taking this module overall?

