

Spring 2019

MSc International Marketing

2. Semester

The evaluation is conducted during the spring semester 2019 and is distributed to the entire population. This evaluation consists of multiple individual evaluations on single modules, which are compiled in this teaching evaluation. The purpose of this is to give an overall overview of the students' impression of the teaching quality during each program and each semester. Therefore, this report gives an overview of the students' responses to all the modules they have participated in during the semester.

This teaching evaluation consists of evaluations of the following modules

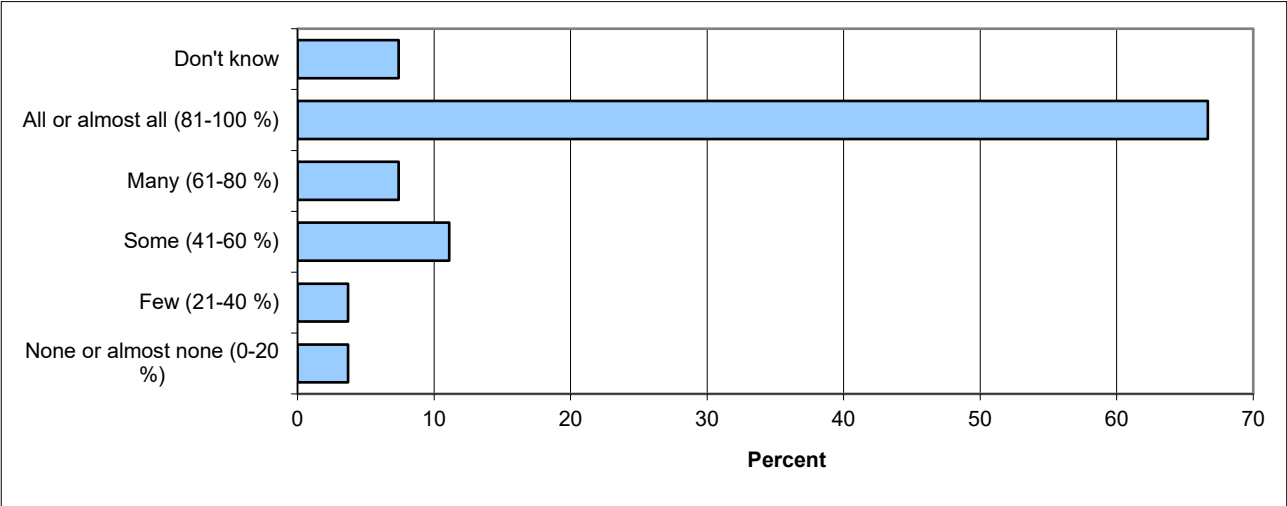
1. Contemporary Issues in International Marketing
2. Export Marketing
3. International Branding and Marketing Communication
4. Research Methodology

Each of the module evaluations consists of questions concerning the following topics

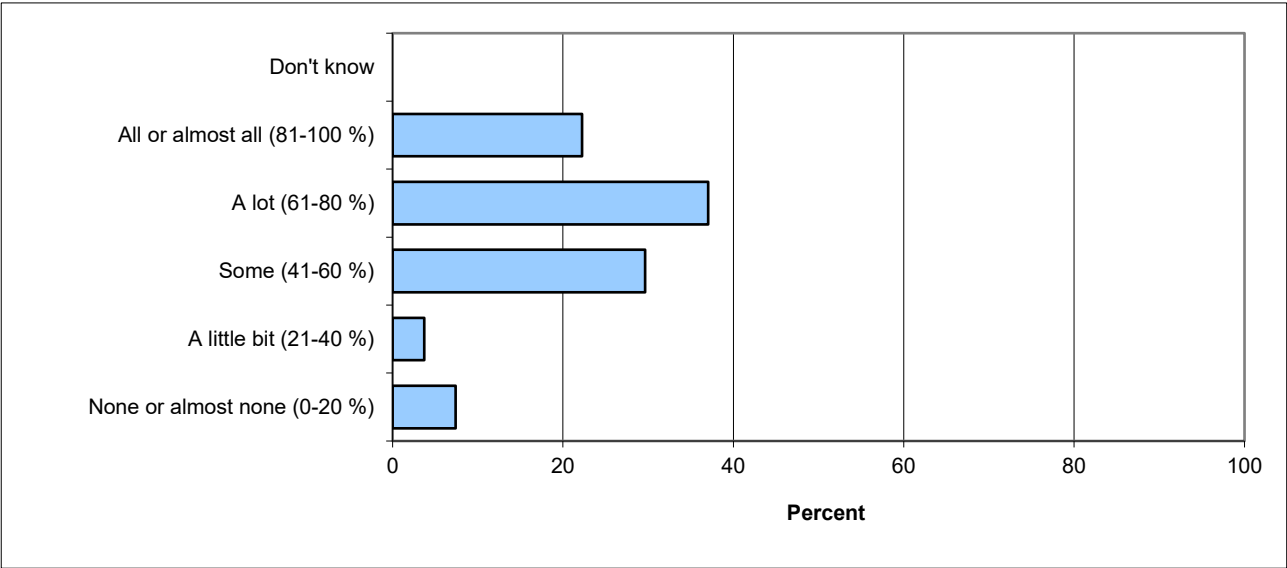
- The students' individual work load
- Curriculum
- The teachers
- Learning outcomes
- Additional

Results

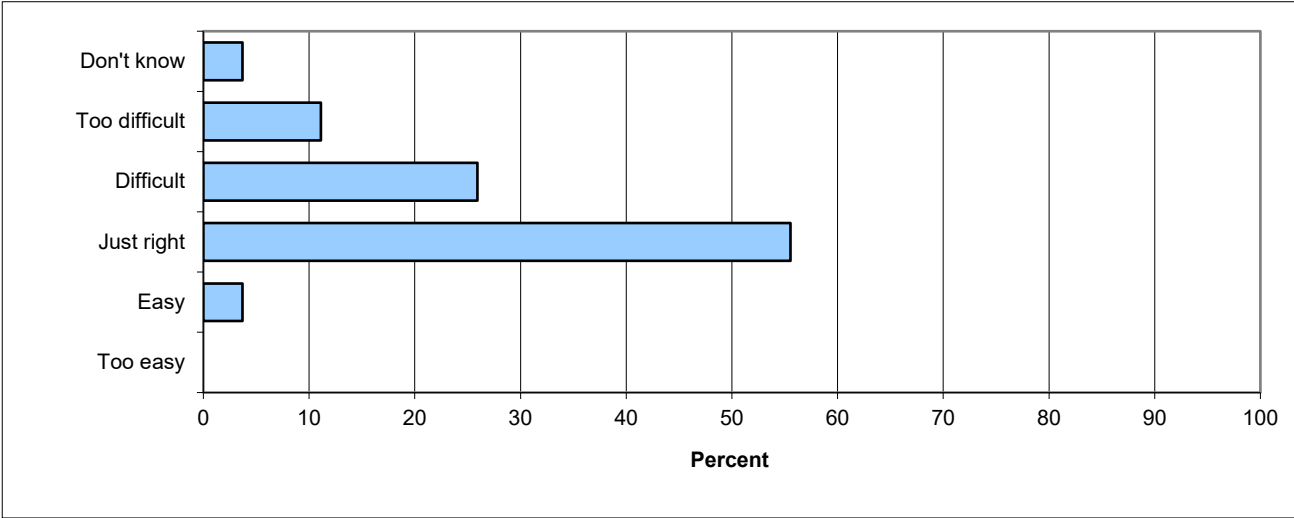
1. How much of this module have you participated in?



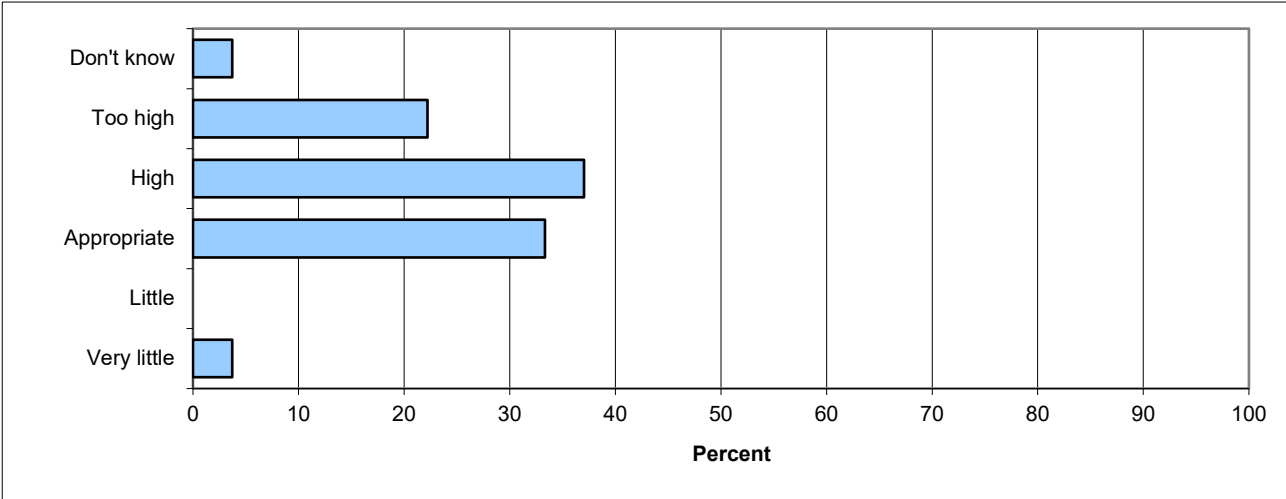
2. How much of the curriculum including extra material have you read?



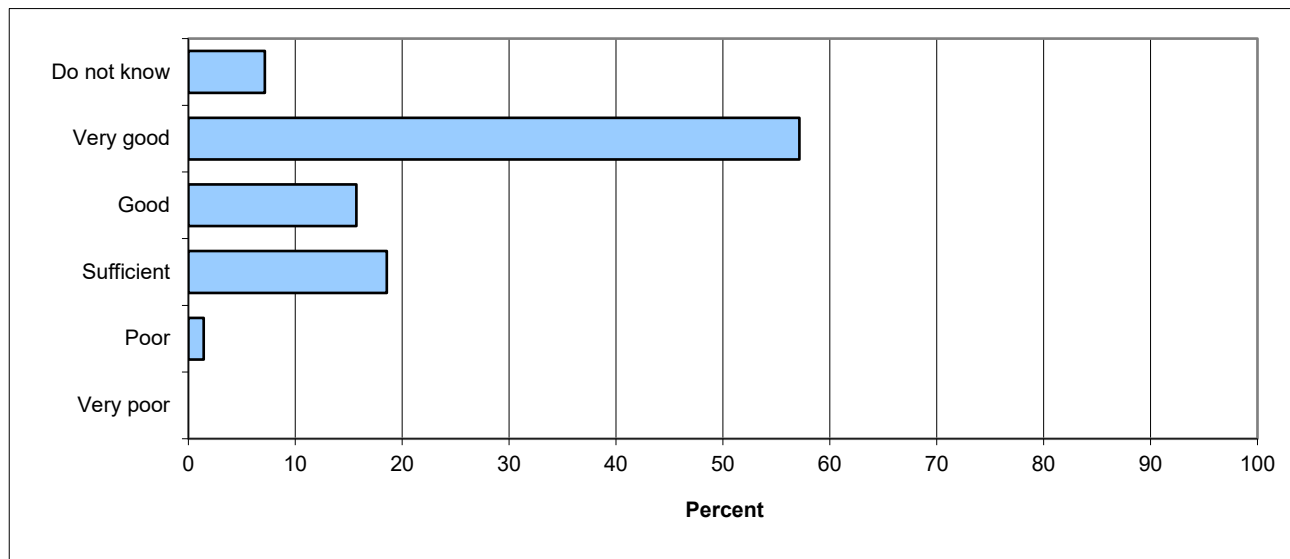
4. In relation to my own qualifications I experienced the curriculum as:



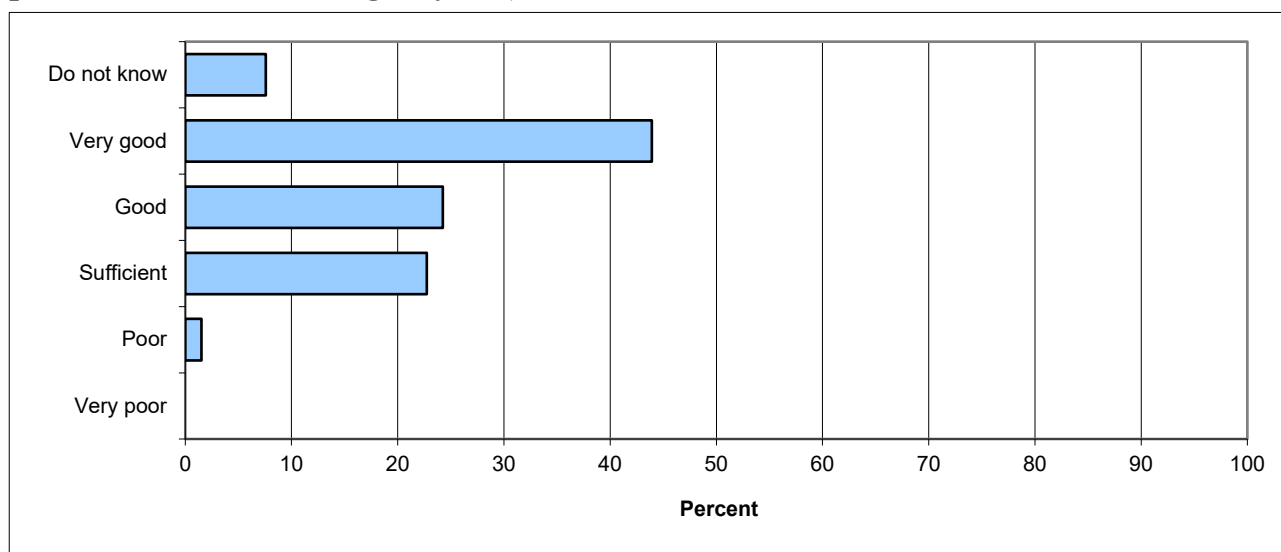
5. The amount of the required reading was:



7. How would you rate the teacher's professional competences (e.g. preparation, knowledge of the subject etc.)?



8. How would you rate the teacher's abilities to communicate the knowledge, from an educational point of view (e.g. the ability to inspire, vary and explain the subject, present it in a fascinating way etc.)?



11. How would you rate your overall gain from the module?

