



BUSINESS SCHOOL
AALBORG UNIVERSITY

TEACHING EVALUATION

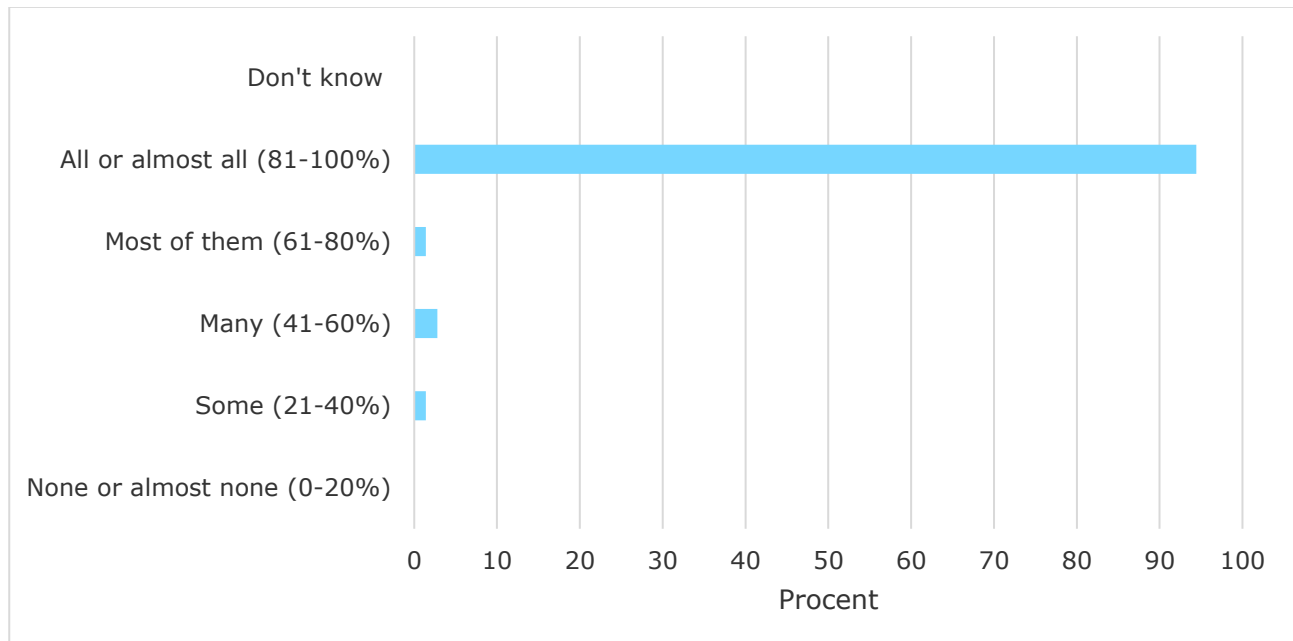
Fall 2020
MSc in Economics and Business
Administration (Marketing)
1. semester

Content

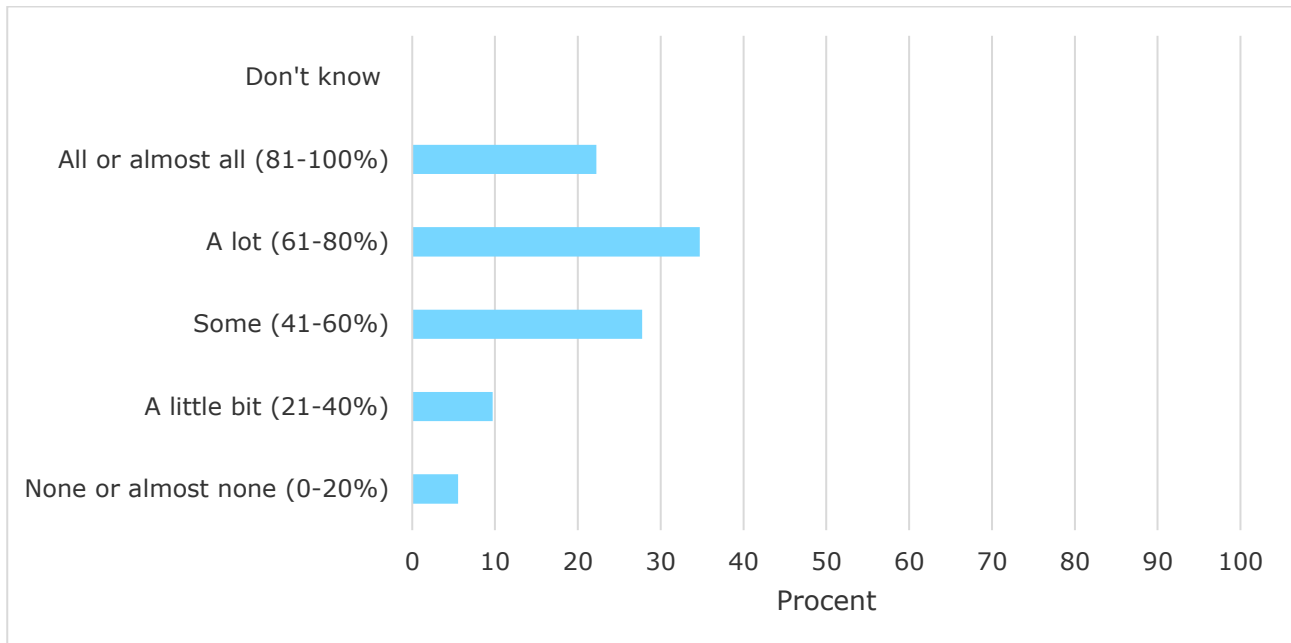
This teaching evaluation consists of evaluations of the following modules

1. Customer Experience Management and Value Co-Creation
2. Customer Value, Marketing Strategy, and Sales Management
3. Foundations of Customer Buying Behavior
4. Strategic Brand Management

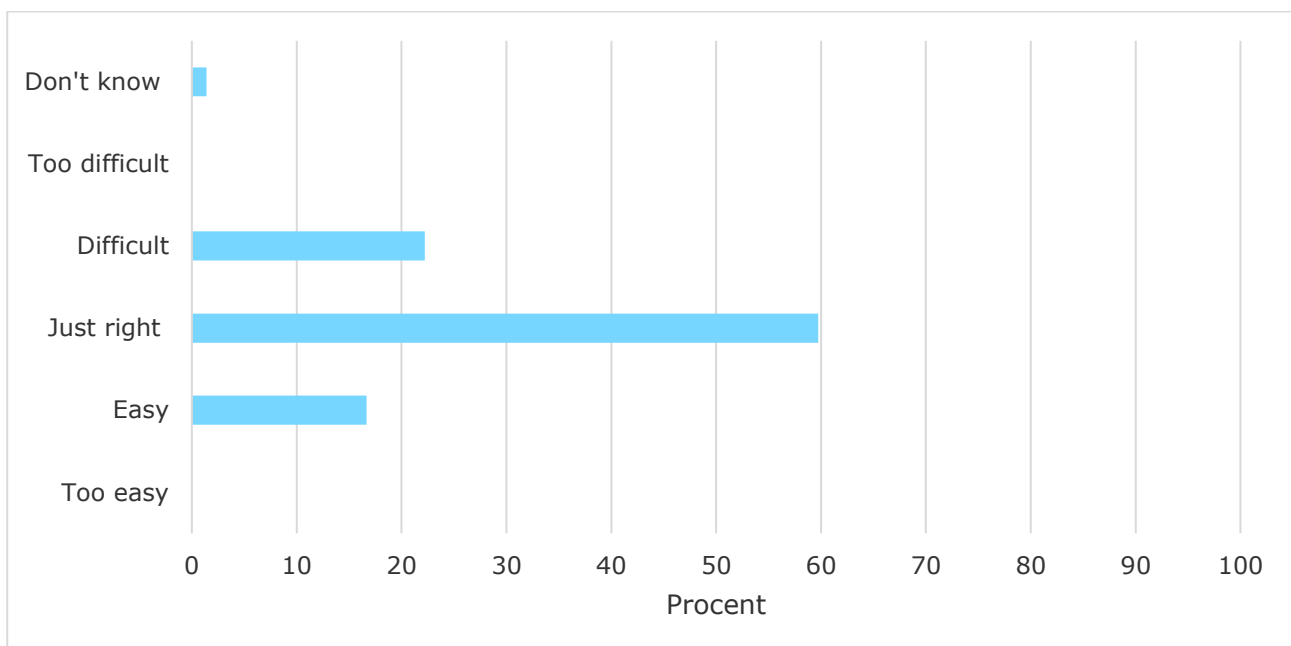
1. How many of the lectures for this module have you participated in?



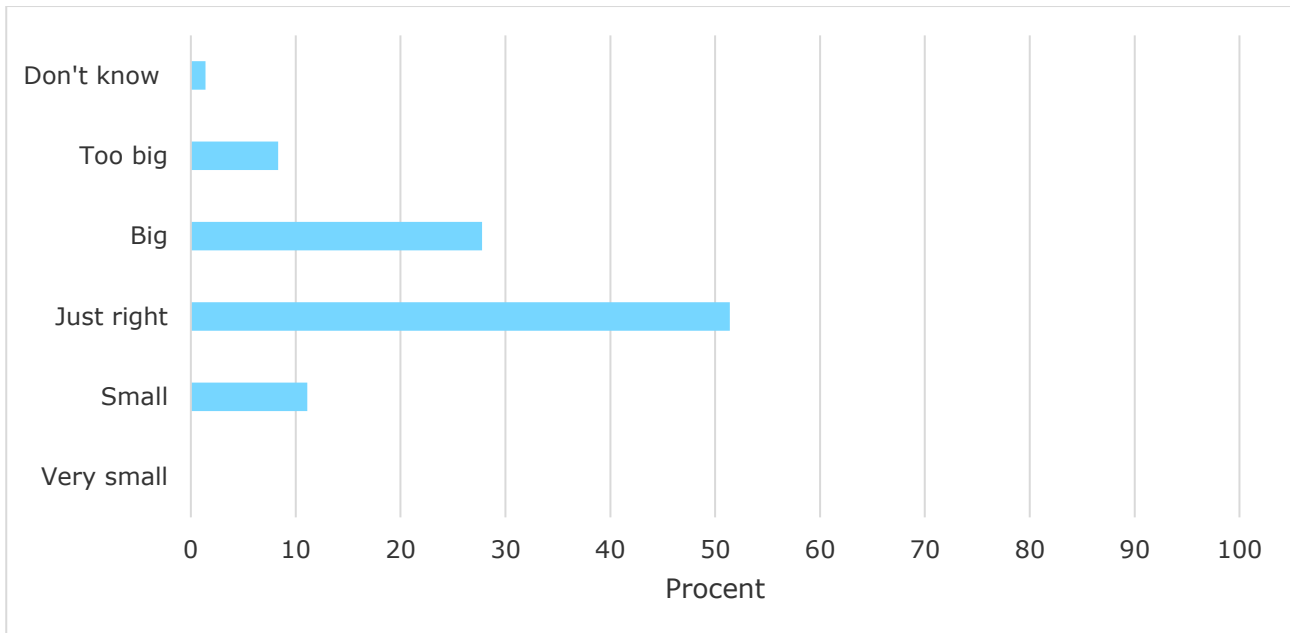
2. How much of the curriculum have you read?



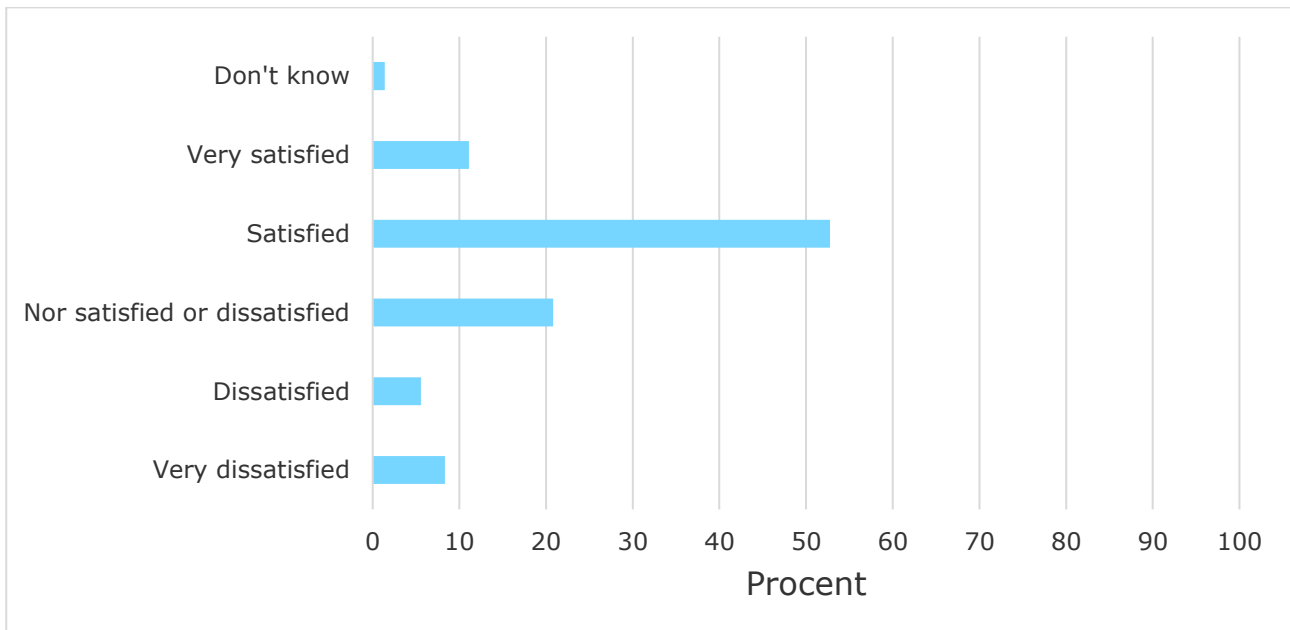
3. In relation to my own qualifications, I experienced the difficulty of the curriculum as:



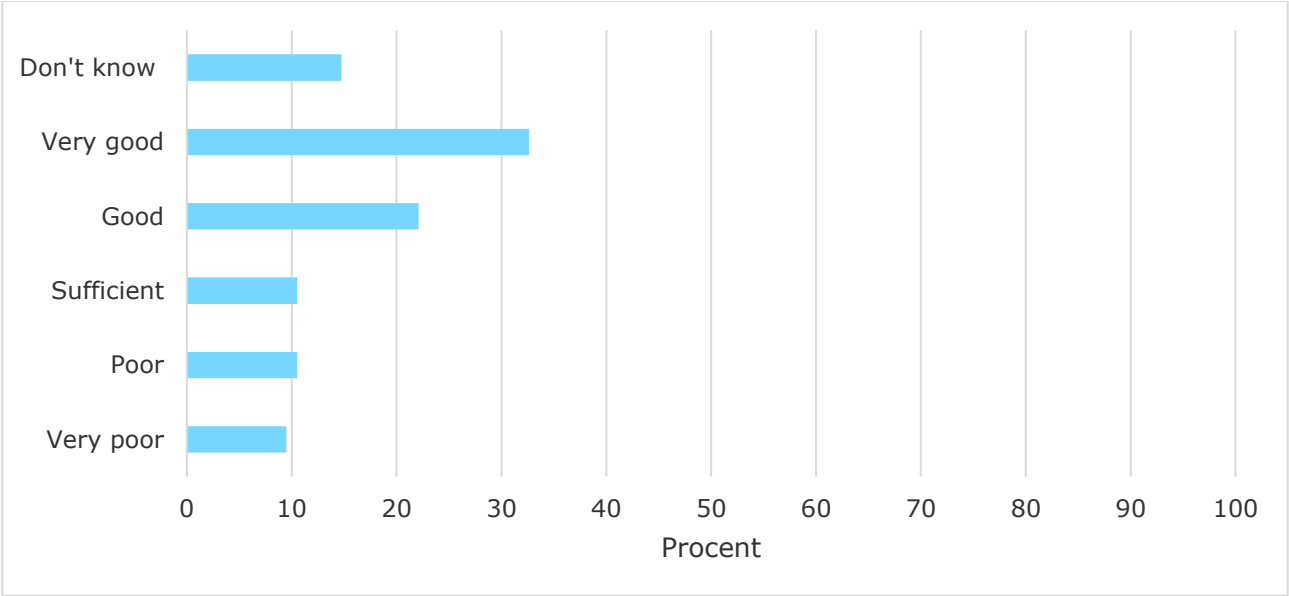
4. In relation to my own qualifications, I experienced the size of the curriculum as:



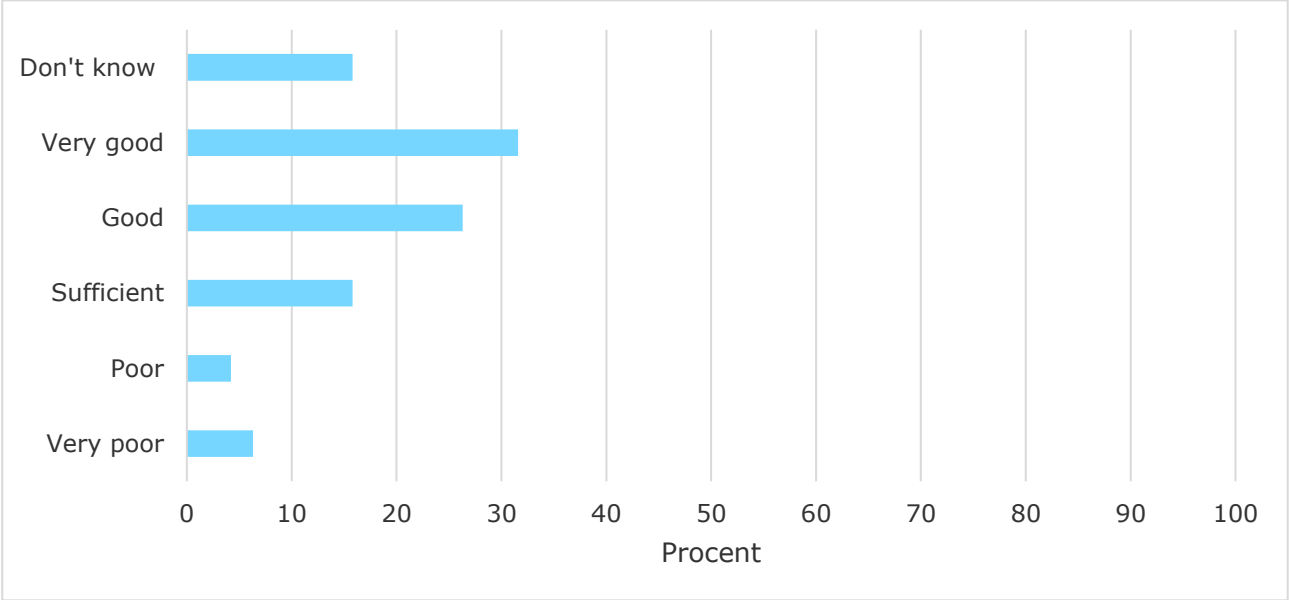
5. How satisfied are you with the logical order of the topics presented in the module?



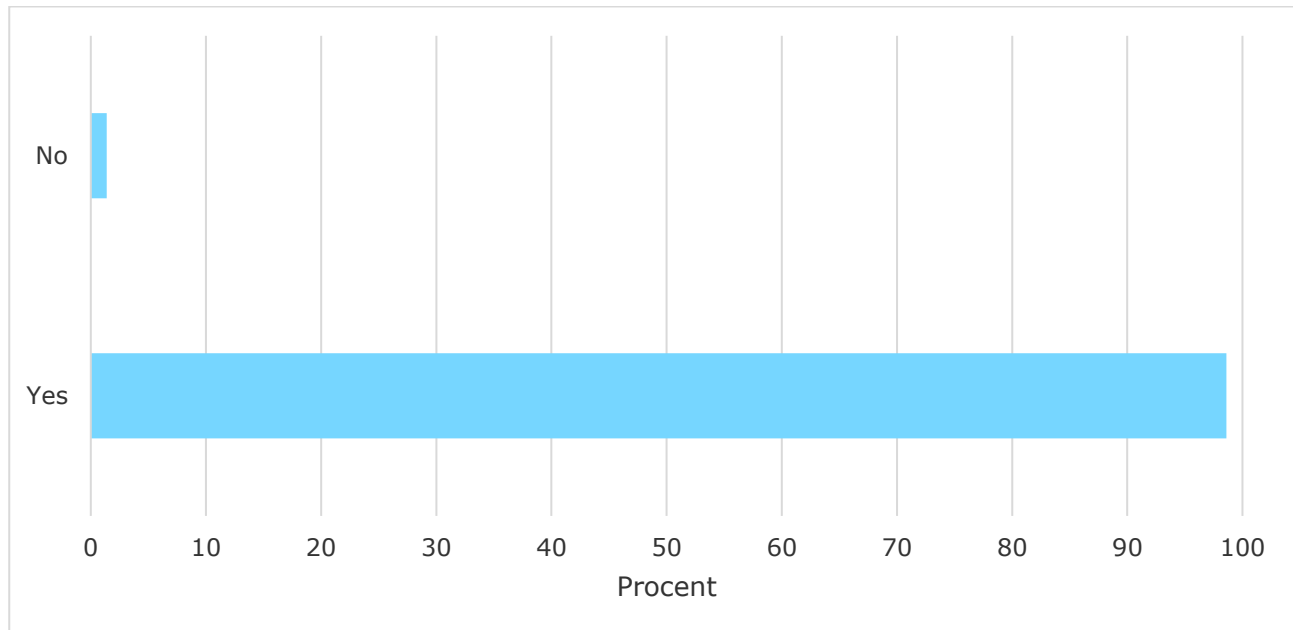
7. How would you rate the following teacher's ability to communicate the knowledge?



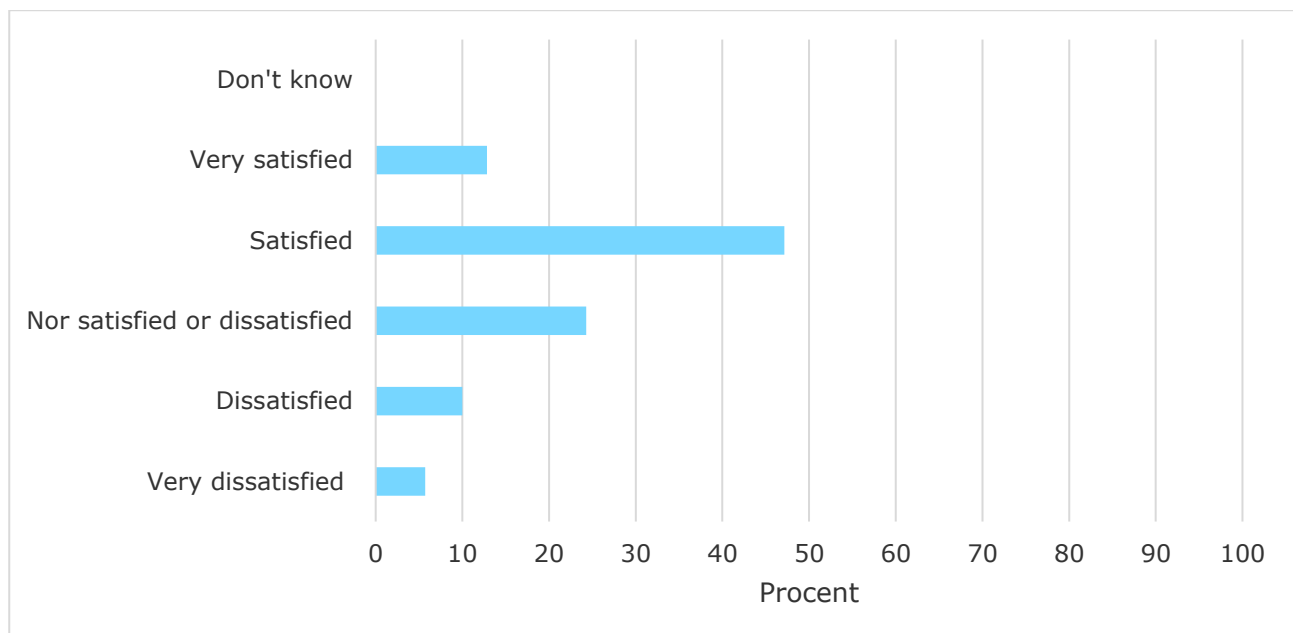
8. How would you rate the following teacher's level of preparation and engagement?



11. Have you received digital teaching in the module?



11.a How satisfied are you with the digital teaching?



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

