

SV4023 (Rhetoric and Ethics for Digital Marketing, VT 2025, Halmstad, V1165)

Number of possible respondents: 9

Answers: 4

Response rate: 44,44 %

Study pace: 100 %

Examiner's course analysis

Based on the course evaluation result - which are the strengths of the course?

Studenterna är mycket nöjda med kursinnehållet, undervisningsmetoderna och examinationsformerna. De har uppskattat variationen mellan seminarier, föreläsningar och övningar. Den sociala studiemiljön har dessutom skattats mycket högt.

Based on the course evaluation result - which are the weaknesses of the course?

Det finns inga uppenbara svagheter förutom att alla de fyra svaranden angett att de lagt mindre tid på kursen än motsvarande studietakten. Det skulle man behöva se över till nästa gång.

Comments about the collaboration with the course ambassadors

Gruppen är så pass liten att man fortlöpande kunde föra dialog om kursens utformning.

Conclusion and suggestions for course development or already made decisions

För att öka den tid kursen tar i anspråk skulle man kunna låta studenterna arbeta med sina skriftliga uppgifter i responsgrupper och få möjlighet att diskutera dem på seminarier. Det kunde också vara idé med någon undervisningsform där de får möjlighet eller tvingas att processa mer komplicerade delar av kurslitteraturen tillsammans.

Other comments

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I am overall satisfied with the course.

	Number of responses	Distribution (%)	Index (%) I am overall satisfied with the course	80
0 = I definitely do not agree	0	0%		
1	0	0%		
2	0	0%		
3	0	0%		
4	4	100%		
5 = I definitely agree	0	0%		
No opinion	0	0%		
Total	4	100%		

How much time have you spent on the course in relation to the course's study pace?

	Number of responses	Distribution (%)
Less time than the course study pace	4	100%
Corresponding to the course study pace	0	0%
More time than the course study pace	0	0%
Total	4	100%

The design of the course (teaching methods, literature, pedagogy, etc.) has been well adjusted to help me achieve the learning outcomes in the syllabus.

	Number of responses	Distribution (%)	Index (%) The design of the course (teaching methods, literature, pedagogy, etc.) has been well adjusted to help me achieve the learning outcomes in the syllabus.	
0 = I definitely do not agree	0	0%	80	
1	0	0%		
2	0	0%		
3	0	0%		
4	4	100%		
5 = I definitely agree	0	0%		
No opinion	0	0%		
Total	4	100%		

During the course examinations, I have had the opportunity to show that I have achieved the learning outcomes in the syllabus.

	Number of responses	Distribution (%)	Index (%) During the course examinations, I have had the opportunity to show that I have achieved the learning outcomes in the syllabus.	
0 = I definitely do not agree	0	0%	85	
1	0	0%		
2	0	0%		
3	0	0%		
4	3	75%		
5 = I definitely agree	1	25%		
No opinion	0	0%		
Total	4	100%		

I have experienced the social study environment as good during the course.

	Number of responses	Distribution (%)	Index (%) I have experienced the social study environment as good during the course.	
0 = I definitely do not agree	0	0%		
1	0	0%		
2	0	0%		
3	1	25%		
4	0	0%		
5 = I definitely agree	3	75%		
No opinion	0	0%		
Total	4	100%		90

Course satisfaction index

Satisfaction index % (summary of all statements)	84
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