

# US25-MKT-327-734 - Pre

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## Start of Block: About You

Q1 What is your MSU email address? e.g. wangmi18@msu.edu. I need this information to give you credit.[Text Response]

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Q2 What name do you prefer to go by? [Text Response]

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2. What are your pronouns? (Optional) [Text Response]

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Q20 What is your gender identity?

- ☐ Male (1)
  - ☐ Female (2)
  - ☐ Non-binary (3)
  - ☐ Prefer not to answer (14)
  - ☐ Prefer to self-describe: (15)
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Q7 What year are you in college?

- ☐ Freshman (1)
- ☐ Sophomore (2)
- ☐ Junior (3)
- ☐ Senior (4)
- ☐ Other (5) \_\_\_\_\_

**End of Block: About You**

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**Start of Block: Your Business/Marketing Background**

Q8 Have you taken any business courses before?

- ☐ Yes (1)
  - ☐ No, this is my first business course (2)
  - ☐ Not sure (3)
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Q9 How familiar are you with marketing concepts?

- ☐ Not familiar at all (1)
  - ☐ Slightly familiar (2)
  - ☐ Moderately familiar (3)
  - ☐ Very familiar (4)
  - ☐ Extremely familiar (5)
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Q10 Do you have any work experience in marketing?

- ☐ Yes, significant experience (1+ years) (1)
- ☐ Yes, some experience (less than 1 year) (2)
- ☐ No work experience in these areas (3)
- ☐ Other (4) \_\_\_\_\_

**End of Block: Your Business/Marketing Background**

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**Start of Block: Your Online Learning Experience**


Q11 How comfortable are you with online learning?

- ☐ Extremely uncomfortable (1)
  - ☐ Somewhat uncomfortable (2)
  - ☐ Neither comfortable nor uncomfortable (3)
  - ☐ Somewhat comfortable (4)
  - ☐ Extremely comfortable (5)
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Q12 Which learning methods work best for you? (Check all that apply)

- ☐ Reading text materials (1)
- ☐ Watching videos (2)
- ☐ Listening to audio explanations (3)
- ☐ Looking at charts, graphs, and visuals (4)
- ☐ Hands-on activities and practice (5)
- ☐ Discussion with other students (6)
- ☐ Real-world examples and case studies (7)
- ☐ Other (8) \_\_\_\_\_

Q22 Rate your ability to contribute effectively to group projects. [Slider scale: 1-10, where 1 = Very poor, 5 = Excellent]

	0	1	2	3	4	5
Ability to contribute effectively to group ()						

Q23 In group projects, how much do you typically contribute compared to other group members?

- ☐ I contribute much less than others (1)
  - ☐ I contribute less than others (4)
  - ☐ I contribute about equally to others (5)
  - ☐ I contribute more than others (6)
  - ☐ I contribute much more than others (7)
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Q13 What technology do you use most for schoolwork?

- ☐ Laptop/Desktop computer (1)
- ☐ Tablet (2)
- ☐ Smartphone (3)
- ☐ Mix of devices (4)

End of Block: Your Online Learning Experience

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Start of Block: Your Goals and Motivation

Q14 Why did you choose this course? (Check all that apply)

- ☐ Required for my degree/major (1)
  - ☐ Personal interest in marketing (2)
  - ☐ Career advancement/professional development (3)
  - ☐ Recommendation from advisor/peers (4)
  - ☐ Course content aligned with my research interests (5)
  - ☐ Prerequisites for other courses (6)
  - ☐ Other (please specify): (7)
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Q15 How does this course connect to your career goals? (Check all that apply)

- ☐ Develop foundational marketing concepts and theories (1)
  - ☐ Gain practical marketing skills and tools (2)
  - ☐ Learn data analysis techniques for marketing research (3)
  - ☐ Understand consumer behavior and market dynamics (4)
  - ☐ Build strategic marketing planning capabilities (5)
  - ☐ Enhance digital marketing knowledge (6)
  - ☐ Improve analytical and critical thinking skills (7)
  - ☐ Prepare for marketing career opportunities (8)
  - ☐ Support my research interests (9)
  - ☐ Other (please specify): (10)
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Q16 What grade are you aiming for in this course?

- ☐ 4.0 (1)
  - ☐ 3.5-3.9 (2)
  - ☐ 3.0-3.4 (3)
  - ☐ 2.5-2.9 (4)
  - ☐ Just want to pass (5)
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Q21 What grade do you realistically expect to earn in this course?

- ☐ 4.0 (1)
  - ☐ 3.5 (2)
  - ☐ 3.0 (4)
  - ☐ 2.5 (5)
  - ☐ 2.0 (6)
  - ☐ Below 2.0 (7)
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Q17 In one word, how are you feeling about this class? [Text Response]

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End of Block: Your Goals and Motivation

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### Start of Block: Potential Challenges

Q19 Are you working this summer?

- ☐ Yes, full-time job (1)
  - ☐ Yes, part-time job (2)
  - ☐ Yes, internship (3)
  - ☐ No, not working (4)
  - ☐ Other: (5) \_\_\_\_\_
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Q20 Online learning can be challenging. Do you have any concerns you'd like to share with me?(Optional) [Text Response]

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Q21 Are there any schedule conflicts or commitments that might affect your coursework?  
(Optional) [Text Response]

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### End of Block: Potential Challenges

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Start of Block: Learning Concerns and Support

Q22 What worries you most about taking this course? (Check all that apply)

- ☐ I don't know anything about marketing (1)
- ☐ Online learning format is challenging for me (2)
- ☐ Keeping up with the pace of a summer course (3)
- ☐ Understanding case studies and business examples (4)
- ☐ Participating in online discussions/discussion board (5)
- ☐ Managing time with work (6)
- ☐ Nothing - I feel confident (7)
- ☐ Other: (8) \_\_\_\_\_

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Q23 Is there anything else you'd like me to know about your learning style, background, or situation that would help me support your success? (Optional) [Text Response]

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End of Block: Learning Concerns and Support

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