

US25-MKT-327-734 - Mid

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]

Q9 How familiar are you with marketing concepts NOW?

- ☐ Not familiar at all (1)
 - ☐ Slightly familiar (2)
 - ☐ Moderately familiar (3)
 - ☐ Very familiar (4)
 - ☐ Extremely familiar (5)
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Q21 After seeing your Exam 1 result, what grade do you NOW realistically expect in this course?

- ☐ 4.0 (1)
- ☐ 3.5 (2)
- ☐ 3.0 (4)
- ☐ 2.5 (5)
- ☐ 2.0 (6)
- ☐ Below 2.0 (7)

Q14 What will you do differently to prepare for Exam 2? [Text response]

Q22 Rate the quality of your group collaboration experience so far, including your satisfaction with group members [1-5 scale, where 1 = Very poor/dissatisfied, 5 = Excellent/very satisfied]

0 1 2 3 4 5

Rate the quality of your group collaboration experience so far ()	
How satisfied are you with your group members? ()	

Q23 How much have you actually contributed to your group's work so far?

- ☐ 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 How has group work affected your understanding of marketing concepts?

- ☐ Significantly hindered my learning (20)
 - ☐ Somewhat hindered my learning (21)
 - ☐ No effect on my learning (22)
 - ☐ Somewhat helped my learning (23)
 - ☐ Significantly helped my learning (24)
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Q24 How confident do you feel analyzing marketing cases now compared to Week 1?

- ☐ Much less confident than Week 1 (1)
 - ☐ Less confident than Week 1 (4)
 - ☐ About the same as Week 1 (5)
 - ☐ More confident than Week 1 (6)
 - ☐ Much more confident than Week 1 (7)
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Q25 What has been most helpful for your learning so far? (Check all that apply)

- ☐ Group case study discussions (1)
 - ☐ Individual reflections (4)
 - ☐ Textbook readings (5)
 - ☐ Working with group members (6)
 - ☐ Instructor feedback (7)
 - ☐ Applying concepts to real companies (8)
 - ☐ Other: (9) _____
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Do you prefer group case studies or individual case studies?

- ☐ Strongly prefer individual case studies (8)
 - ☐ Somewhat prefer individual case studies (9)
 - ☐ No preference (10)
 - ☐ Somewhat prefer group case studies (11)
 - ☐ Strongly prefer group case studies (12)
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Q28 What is the biggest benefit of working in groups for case studies? (Check all that apply)

- ☐ Different perspectives on the same problem (1)
 - ☐ Sharing the workload (4)
 - ☐ Learning from others' knowledge (5)
 - ☐ Improving my communication skills (6)
 - ☐ Catching mistakes I might miss alone (7)
 - ☐ More creative solutions (8)
 - ☐ No benefits - I prefer working alone (9)
 - ☐ Other: (10) _____
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Q29 What is the biggest challenge of working in groups for case studies? (Check all that apply)

- ☐ Coordinating schedules (1)
 - ☐ Unequal contribution from members (4)
 - ☐ Different work quality standards (5)
 - ☐ Communication difficulties (6)
 - ☐ Conflicting ideas (7)
 - ☐ Time management (8)
 - ☐ No challenges - groups work well for me (9)
 - ☐ Other: (10) _____
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Q26 What has been most challenging about the course so far? (Optional) [Text Response]

Q23 Is there anything else you'd like me to know? (Optional) [Text Response]

End of Block: About You
