

Online Student Survey

Marketing 381: Marketing Research

Instructor: Professor Ed Love

Marketing 381 - Marketing Research Student Survey

The purpose of this survey is to collect basic information about you and your familiarity with some of the basic concepts that we will go over in the class. You are asked to provide your student ID, but this will only be used to determine whether you have completed the survey.

You will be graded on whether you took the survey, not on your answer. I will not be looking at the responses by individual.

Please answer all questions honestly, and don't worry if you are not familiar with any of the concepts mentioned!

What is your Student ID:

What is your class standing?

Freshman Sophomore Junior Senior Graduate Non-matriculated/Other

Which of the following best describes your major?

Marketing Business (non-Marketing) Non-Business

What is your gender?

Which of the following best describes where you grew up?

Please indicate how familiar you are with the following concepts:

	Not at all familiar	Vaguely familiar	Somewhat familiar	Very familiar	I'm an expert
Questionnaire construction	<input type="radio"/>				
Attitude measurement	<input type="radio"/>				
Population sampling	<input type="radio"/>				
Correlation analysis	<input type="radio"/>				
T-tests	<input type="radio"/>				
Chi-squared tests	<input type="radio"/>				
Regression	<input type="radio"/>				
Conjoint modeling	<input type="radio"/>				
Focus group interviewing	<input type="radio"/>				

Please indicate the degree to which you agree or disagree with the following statements:

	Strongly disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Strongly agree
I like working with numbers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think data analysis will play an important role in my career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing in general deals more with concepts than numbers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to work in teams rather than work on my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy interviewing people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you could choose between the following superpowers, which would you choose?

- Flight
- Invisibility

How many credits worth of coursework are you taking this summer (including this class)?

Briefly, why are you taking this course?

What three things would you most like to learn in this course?

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