



Sustainable Marketing in the Biobased Sector SG0221, 20011.1920

15 Hp

Pace of study = 100%

Education cycle = Advanced

Course leader = Cecilia Mark-Herbert

Evaluation report

Evaluation period: 2020-01-12 - 2020-02-02

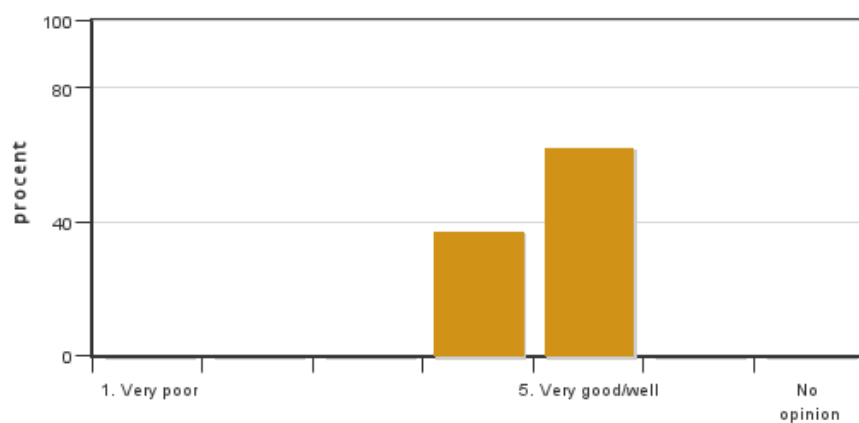
Answers 8

Number of students 20

Answer frequency 40 %

Mandatory standard questions

1. My overall impression of the course is:

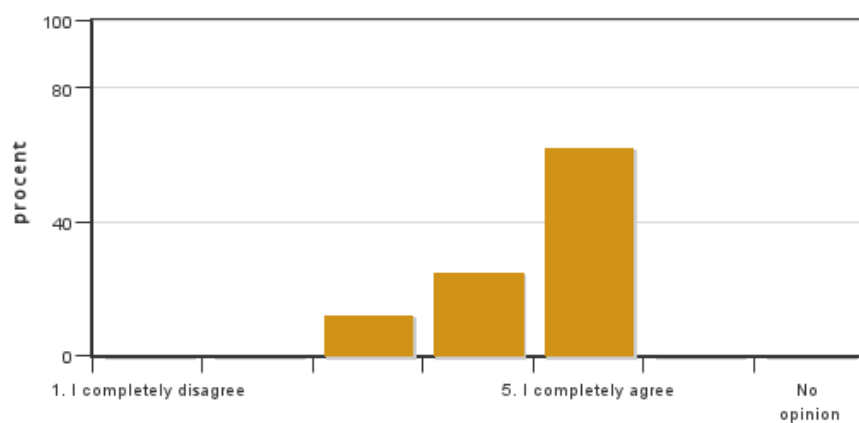


Answers: 8
Medel: 4,6
Median: 5

1: 0
2: 0
3: 0
4: 3
5: 5

No opinion: 0

2. I found the course content to have clear links to the learning objectives of the course.

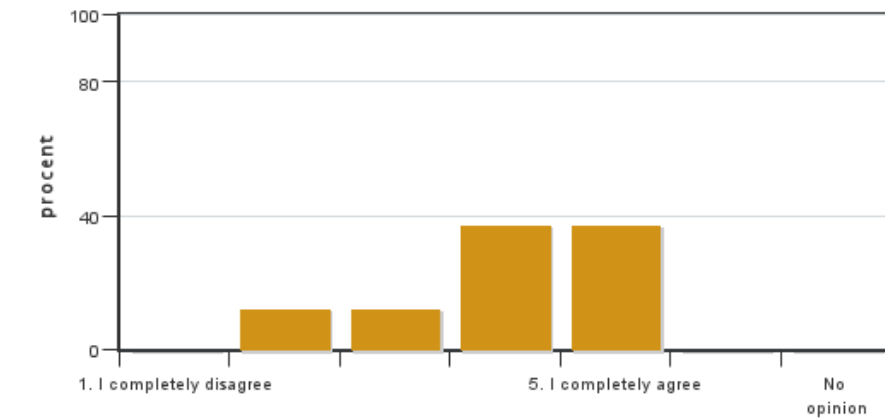


Answers: 8
Medel: 4,5
Median: 5

1: 0
2: 0
3: 1
4: 2
5: 5

No opinion: 0

3. My prior knowledge was sufficient for me to benefit from the course.

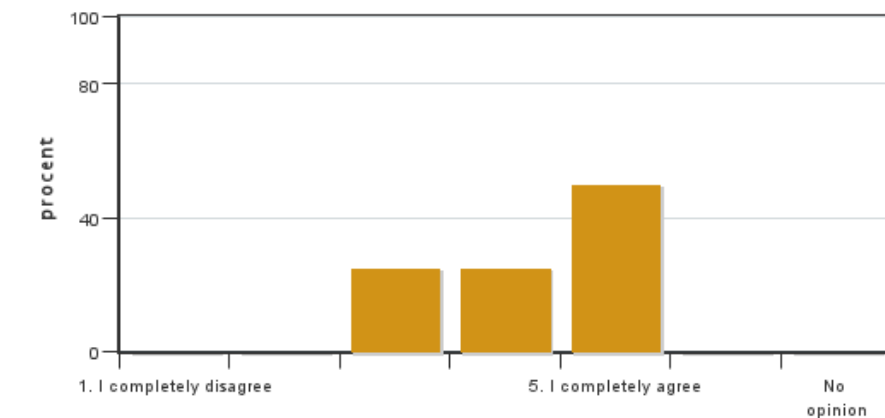


Answers: 8
Medel: 4,0
Median: 4

1: 0
2: 1
3: 1
4: 3
5: 3

No opinion: 0

4. The information about the course was easily accessible.

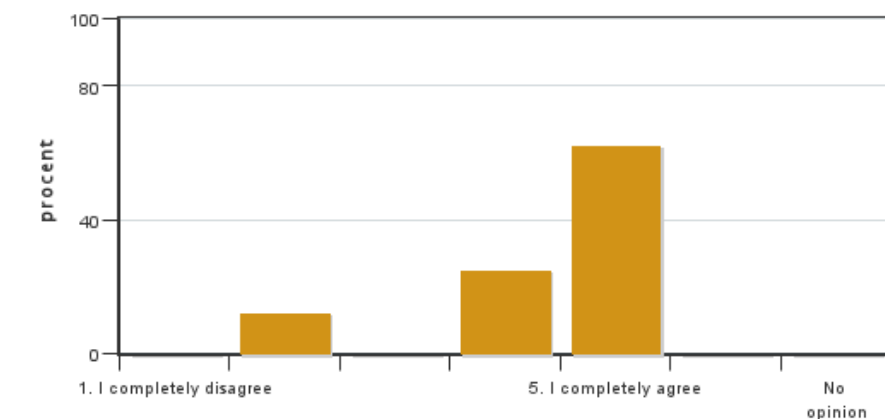


Answers: 8
Medel: 4,3
Median: 4

1: 0
2: 0
3: 2
4: 2
5: 4

No opinion: 0

5. The various course components (lectures, course literature, exercises etc.) have supported my learning.



Answers: 8
Medel: 4,4
Median: 5

1: 0
2: 1
3: 0
4: 2
5: 5

No opinion: 0

6. The social learning environment has been inclusive, respecting differences of opinion.



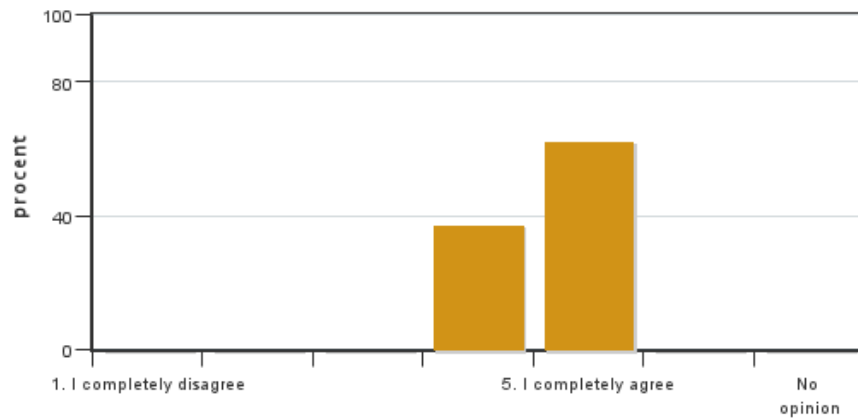
Answers: 8
Medel: 4,8
Median: 5

1: 0
2: 0
3: 0
4: 2
5: 6



No opinion: 0

7. The physical learning environment (facilities, equipment etc.) has been satisfactory.



Answers: 8

Medel: 4,6

Median: 5

1: 0

2: 0

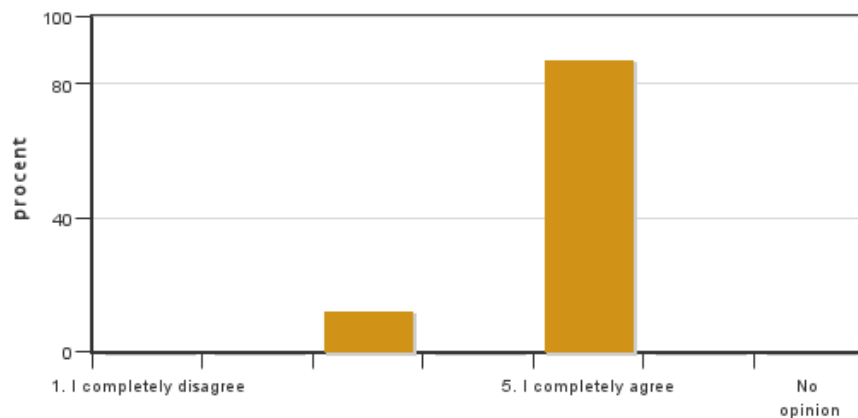
3: 0

4: 3

5: 5

No opinion: 0

8. The examination(s) provided opportunity to demonstrate what I had learnt during the course (see the learning objectives).



Answers: 8

Medel: 4,8

Median: 5

1: 0

2: 0

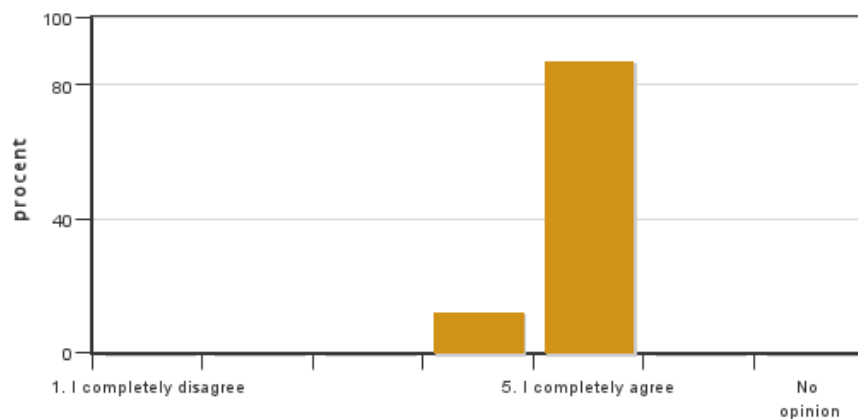
3: 1

4: 0

5: 7

No opinion: 0

9. The course covered the sustainable development aspect (environmental, social and/or financial sustainability).



Answers: 8

Medel: 4,9

Median: 5

1: 0

2: 0

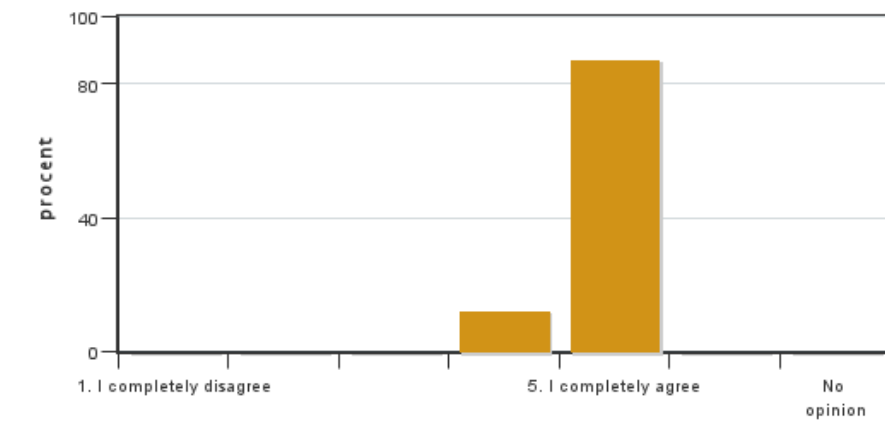
3: 0

4: 1

5: 7

No opinion: 0

10. I believe the course has included a gender and equality aspect, regarding content as well as teaching practices (e.g. perspective on the subject, reading list, allocation of speaking time and the use of master suppression techniques).

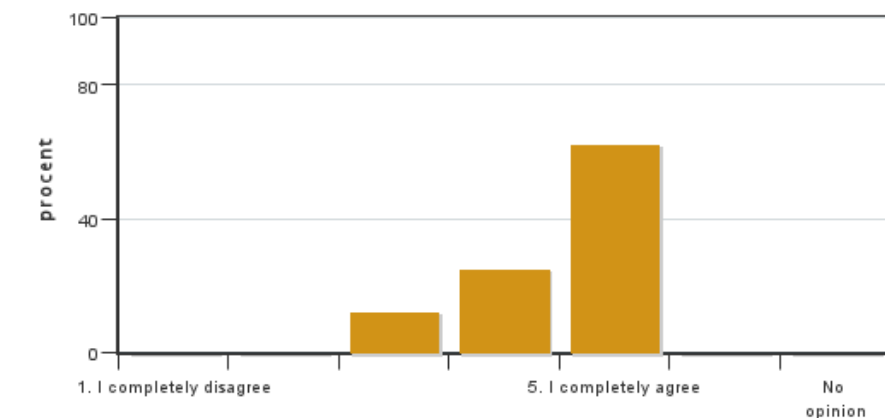


Answers: 8
Medel: 4,9
Median: 5

1: 0
2: 0
3: 0
4: 1
5: 7

No opinion: 0

11. The course covered international perspectives.

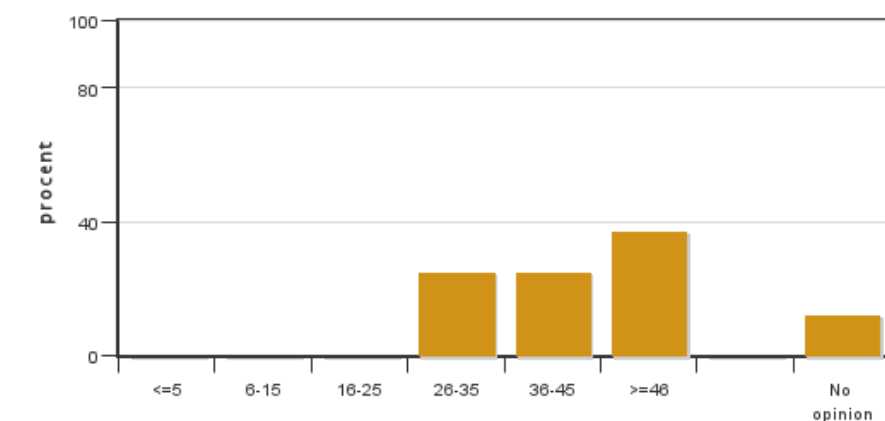


Answers: 8
Medel: 4,5
Median: 5

1: 0
2: 0
3: 1
4: 2
5: 5

No opinion: 0

12. On average, I have spent ... hours/week on the course (including timetabled hours).



Answers: 8
Medel: 39,7
Median: 36-45

≤5: 0
6-15: 0
16-25: 0
26-35: 2
36-45: 2
≥46: 3

No opinion: 1

Course leaders comments

The course, SG0221, had 21 students with various subject related backgrounds. Thank you to the 8 students that replied to the course evaluation! (38%) I am very happy with all the student active learning that all of you contributed with – and I am especially thankful for the feedback provided by 8 of you.

The structure of the course gets both appreciation but a few students express stress over having a project that is presented after Christmas. It is a dilemma to have a course that stretches over the Christmas break. I try to start the project as early as I can in the course...

Wishes about additional external lecturers from the forestry sector has been noted. The biobased sector, however, covers both food and fiber production.

It is clear that I need to explain the structure in Canvas more clearly. Canvas worked relatively well, and it is up to me to help students navigate in the system.

I am very happy with the overall learning – and appreciation of the seminars. Even though the projects (especially the group division process) were a bit of a challenge, I feel pretty sure that these projects (proposal, project structure, being opponents ...) are preparing students for future courses and thesis projects. 1000 TACK!

Student representatives comments

The overall impression of the course was that it was very good and challenging. The result of taking the course lead to increased learning and development. Some students did not have any previous knowledge about marketing or forestry but managed the course well anyway, much due to Cecilia's guiding way of teaching. The workload in hours is rather greates, but manageable because the students get much help and support from guest lectures, seminars and lectures.

Comments were made about confusion around the platform Canvas. For next years the students wish for a better structure on Canvas.

The professor Cecilia was much appreciated and tries her best to include as much as possible in the course and help everyone manage the course. Overall she is an excellent teacher!

It was good that the professor did provide articles beside the course literature.

It could have been a greater focus on the biobased sector and not the food part. It can be more focus on the biobased sector, energy and products from the agriculture. It would have been good to have an clarification of "biobased sector", and also some more focus on the biobased sector to differ the course from "sustainable food systems". It could also have been nice to invite some guest lectures from the biobased sector.