



## Marketing, Responsibility and Ethics FÖ0445, 10171.1920

15 Hp

Pace of study = 100%

Education cycle = Advanced

Course leader = Per-Anders Langendahl

### Evaluation report

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**Evaluation period: 2019-10-24 - 2019-11-14**

Answers 10

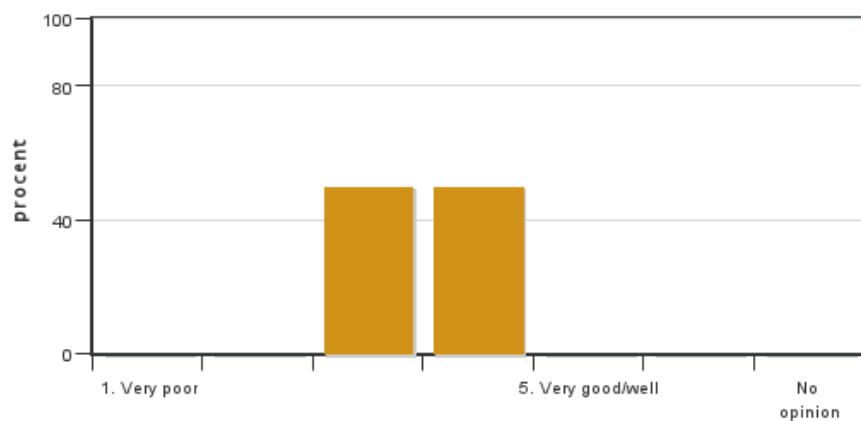
Number of students 34

Answer frequency 29 %

### Mandatory standard questions

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#### 1. My overall impression of the course is:



Answers: 10

Medel: 3,5

Median: 3

1: 0

2: 0

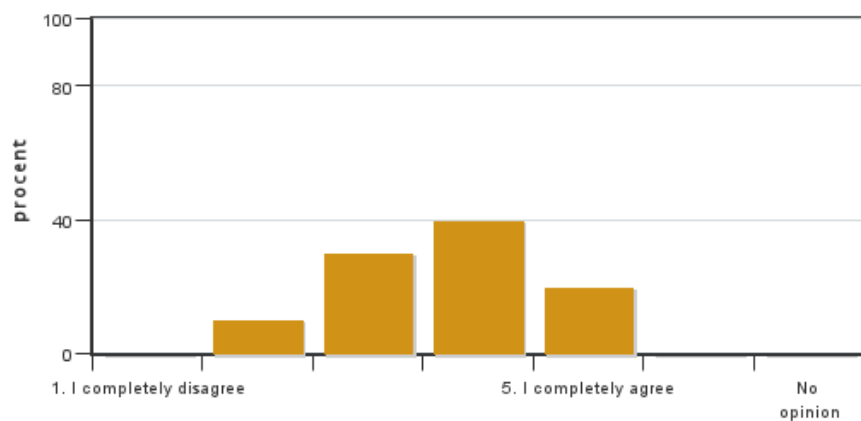
3: 5

4: 5

5: 0

No opinion: 0

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



Answers: 10

Medel: 3,7

Median: 4

1: 0

2: 1

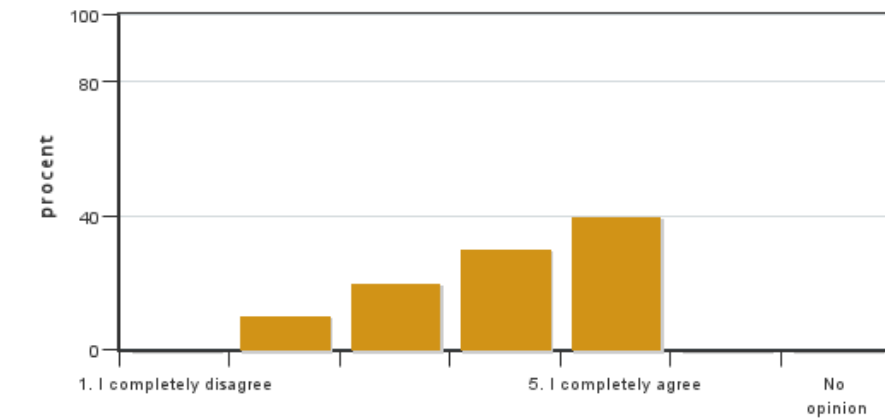
3: 3

4: 4

5: 2

No opinion: 0

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



Answers: 10

Medel: 4,0

Median: 4

1: 0

2: 1

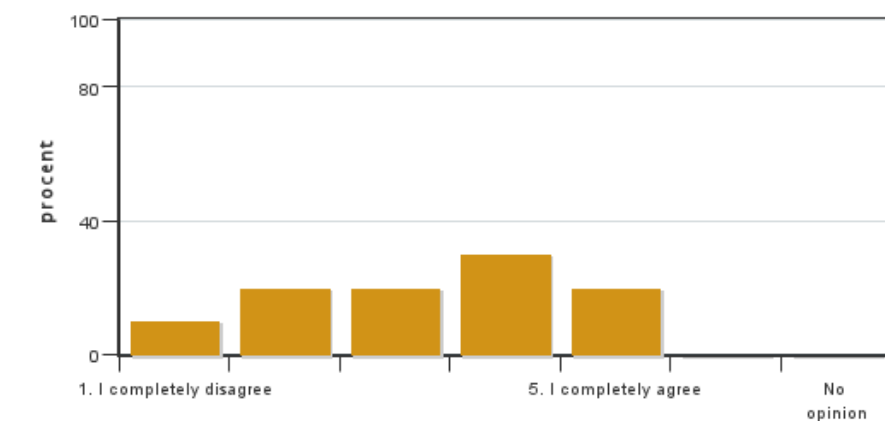
3: 2

4: 3

5: 4

No opinion: 0

**4. The information about the course was easily accessible.**



Answers: 10

Medel: 3,3

Median: 3

1: 1

2: 2

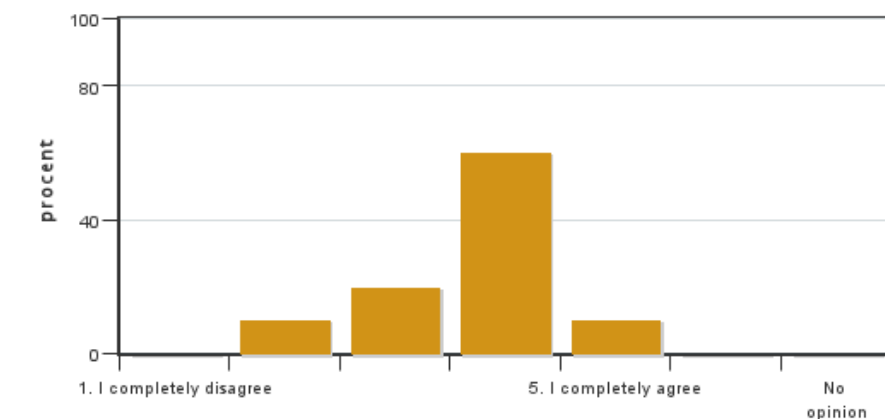
3: 2

4: 3

5: 2

No opinion: 0

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



Answers: 10

Medel: 3,7

Median: 4

1: 0

2: 1

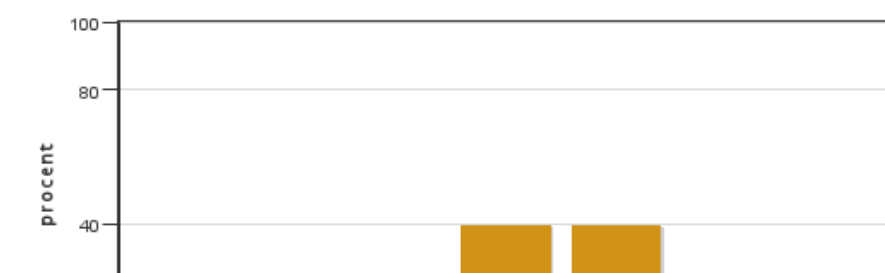
3: 2

4: 6

5: 1

No opinion: 0

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



Answers: 10

Medel: 4,2

Median: 4

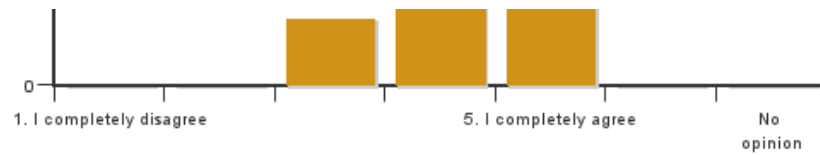
1: 0

2: 0

3: 2

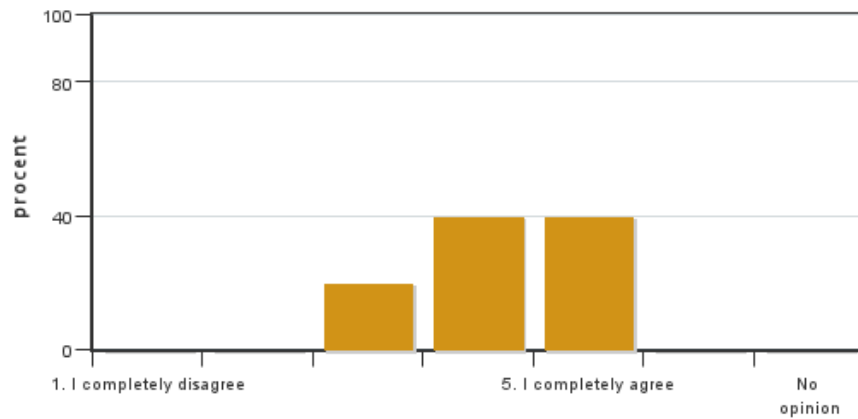
4: 4

5: 4



No opinion: 0

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



Answers: 10

Medel: 4,2

Median: 4

1: 0

2: 0

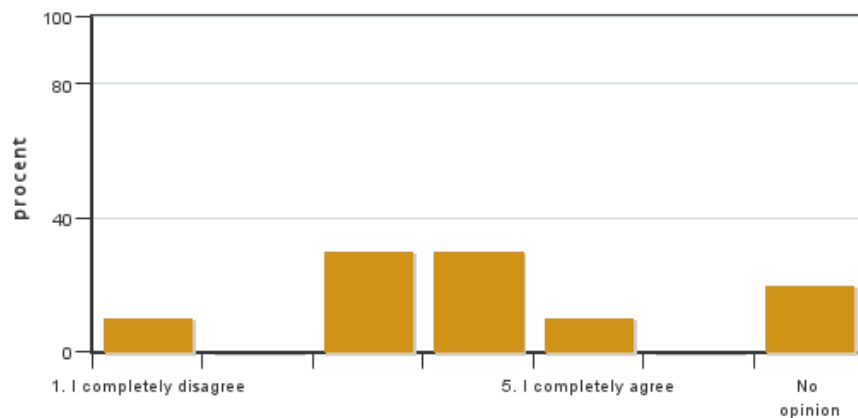
3: 2

4: 4

5: 4

No opinion: 0

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



Answers: 10

Medel: 3,4

Median: 3

1: 1

2: 0

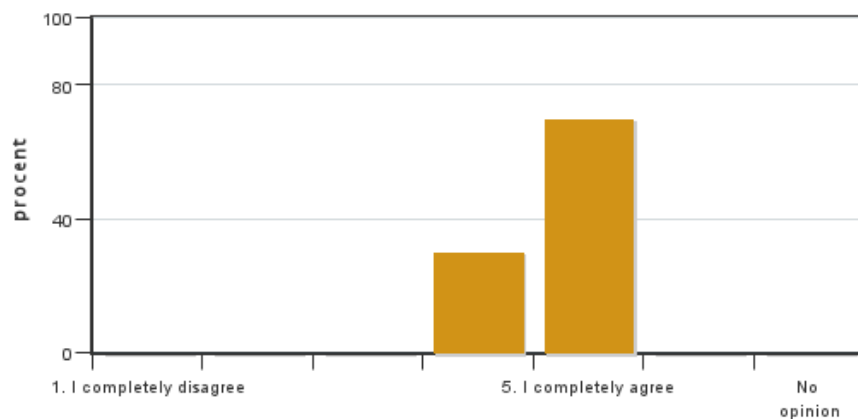
3: 3

4: 3

5: 1

No opinion: 2

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



Answers: 10

Medel: 4,7

Median: 5

1: 0

2: 0

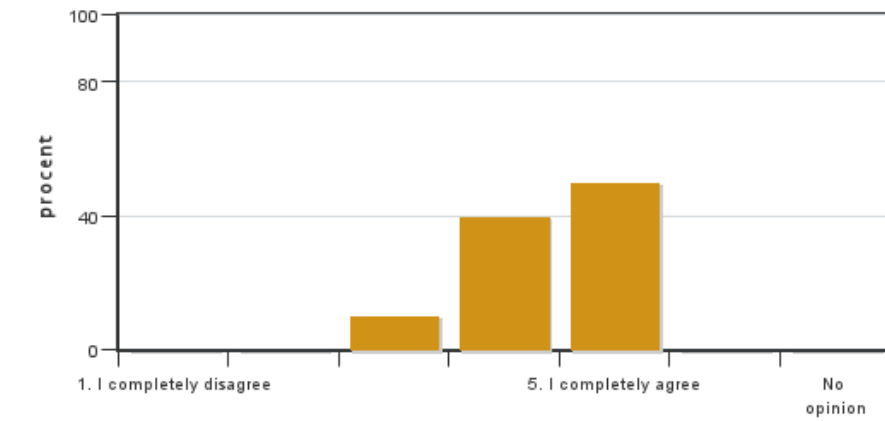
3: 0

4: 3

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).**

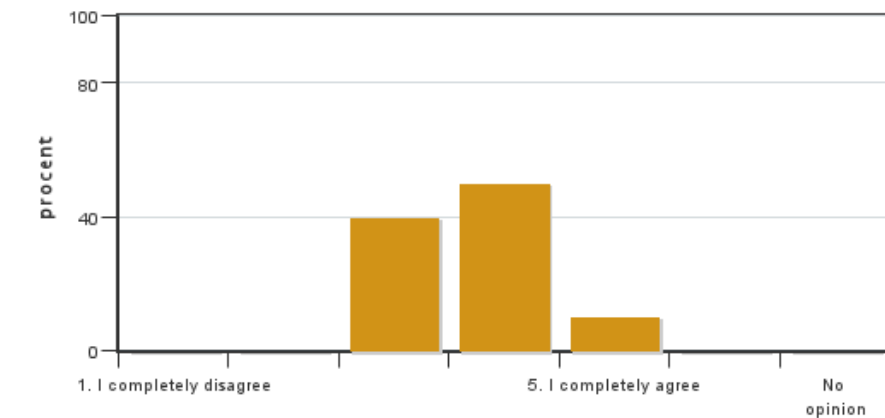


Answers: 10  
 Medel: 4,4  
 Median: 4

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

No opinion: 0

#### 11. The course covered international perspectives.

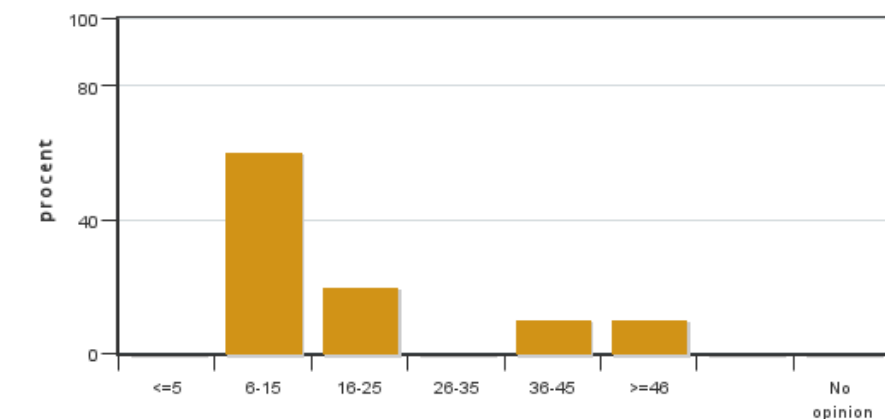


Answers: 10  
 Medel: 3,7  
 Median: 4

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

No opinion: 0

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



Answers: 10  
 Medel: 18,6  
 Median: 6-15

≤5: 0  
 6-15: 6  
 16-25: 2  
 26-35: 0  
 36-45: 1  
 ≥46: 1

No opinion: 0

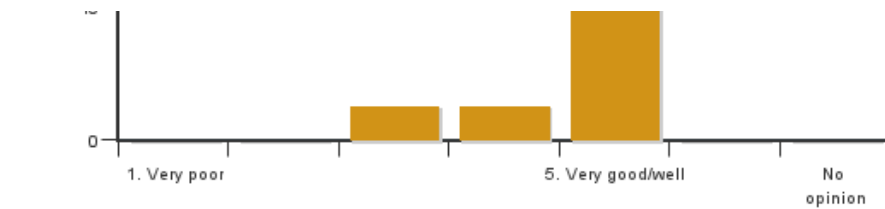
### Additional own questions

#### 13. What is your view on the lecture by Cecilia Mark-Herbert on Corporate Responsibility?



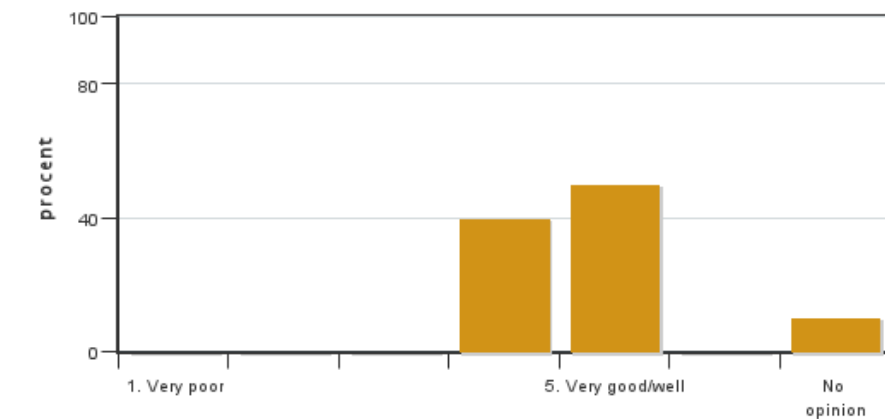
Answers: 10  
 Medel: 4,7  
 Median: 5

1: 0  
 2: 0  
 3: 1



4: 1  
5: 8  
No opinion: 0

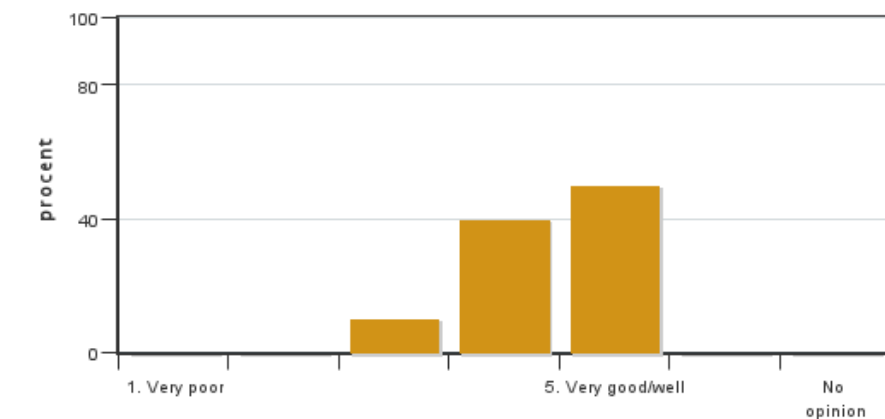
**14. What is your view on the lecture by Hanna Astner on theoretical perspectives on Ethics?**



Answers: 10  
Medel: 4,6  
Median: 5

1: 0  
2: 0  
3: 0  
4: 4  
5: 5  
No opinion: 1

**15. What is your view on the lecture by Hanna Astner on Branding & Ethics?**

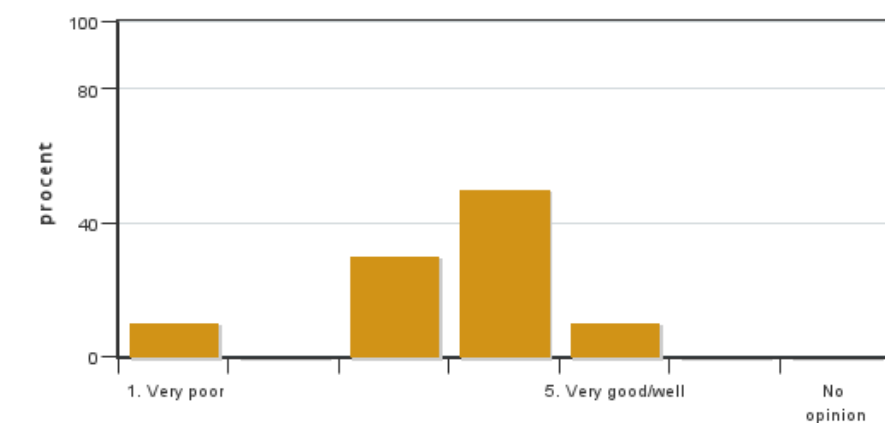


Answers: 10  
Medel: 4,4  
Median: 4

1: 0  
2: 0  
3: 1  
4: 4  
5: 5  
No opinion: 0

**16. What is your view on the seminar by Hanna Astner on Sustainability & Ethics?**

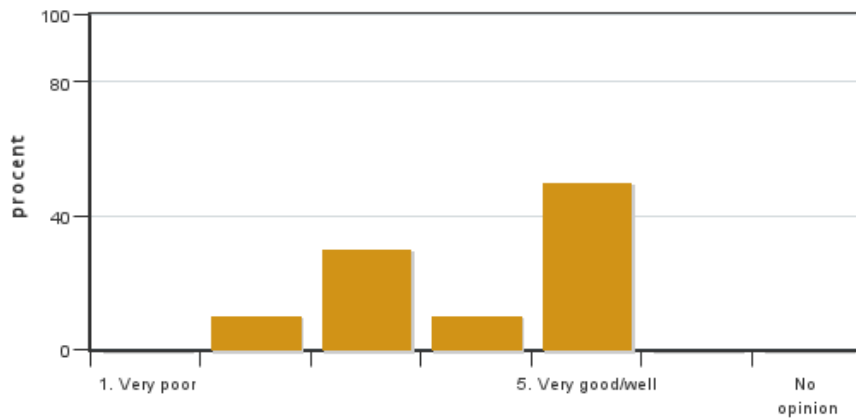
**16. What is your view on the guest lecture by Eric Fernqvist on Value adding strategies in agri-food business?**



Answers: 10  
Medel: 3,5  
Median: 4

1: 1  
2: 0  
3: 3  
4: 5  
5: 1  
No opinion: 0

**17. What is your view on the workshop "gone with the wind" by Stephanie & Moa?**



Answers: 10

Medel: 4,0

Median: 4

1: 0

2: 1

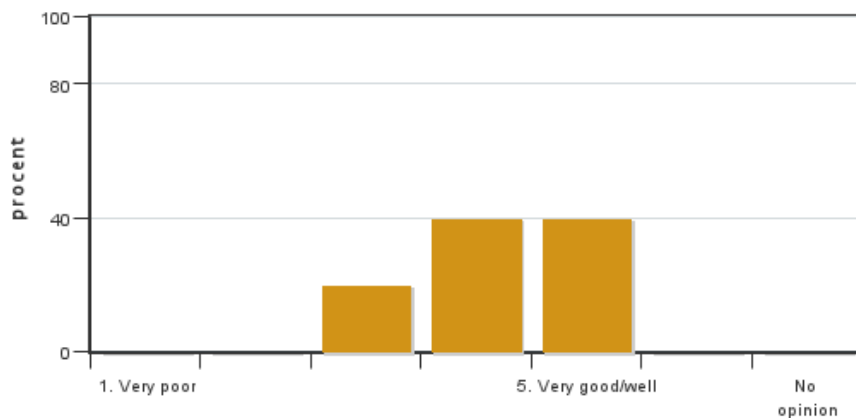
3: 3

4: 1

5: 5

No opinion: 0

**18. What is your view on the guest lecture by Anna Larsson?**



Answers: 10

Medel: 4,2

Median: 4

1: 0

2: 0

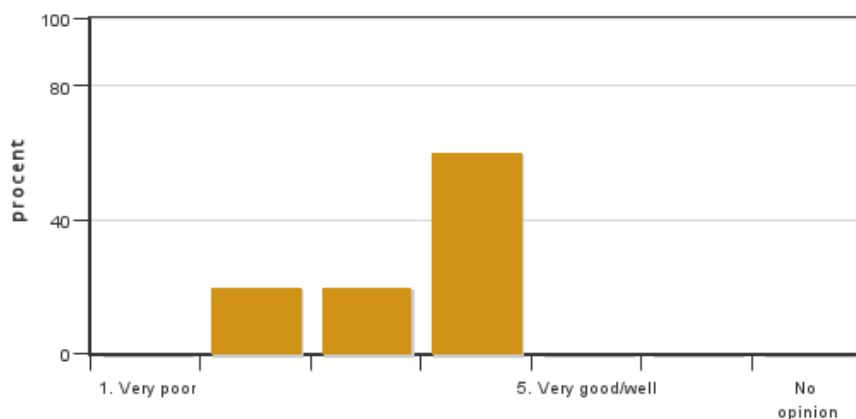
3: 2

4: 4

5: 4

No opinion: 0

**19. What is your view on the instructions for the group project?**



Answers: 10

Medel: 3,4

Median: 4

1: 0

2: 2

3: 2

4: 6

5: 0

No opinion: 0

## Course leaders comments

The course evaluation including meeting with student representative identifies the following needs for improvements

**1. Clarify links between teaching activities, instructions on assignments and learning objectives**

- Organise course into distinct modules with clear links between teaching activities (e.g. lectures, seminars and workshops), instructions on assignments (e.g. writing assignment) and learning objectives
- Make seminars mandatory and improve level of student engagement in critical dialogue to achieve learning on relevant concepts and theoretical perspectives. This is necessary since the seminars forms an important

- forum for feedback and informal assessments.
- Clarify the grounds for examination and grading

## 2. Course organisation

- Ensure that content and functions in canvas is organised to facilitate teaching and learning activities
- Ensure schedule does not change during the course period
- Avoid lectures via video link if possible
- Include criteria on generic competences for group project assignment in particular
- Maintain open and broad agenda for empirical/ conceptual learning, but narrow the course around particular theoretical perspective.

## Student representatives comments

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### Marketing, responsibility and ethics – Student representative summary

#### Information access and understanding:

Canvas is a good tool to give information, however the organization of files, where to hand in, groups and so have been confusion at some points during the course. The teacher has although been good at communicating with the students on where and how to solve these problems.

#### Schedule and feedback:

Some argue for less changes in the schedule, especially when it comes to compulsory dates.

Some argue for more lectures, more feedback on handed in assignments and more clarity to what the grade is based on.

#### Lectures, seminars and course literature:

Varying quality of lessons. Some, mainly guest lectures where very appreciated.

Lecture by video link was not good when having an interacting lesson since the technical function was not working well.

Good literature for the course, the course book was very supportive in understanding lectures.

Seminars had varying quality. Would perhaps be better if the students had to have answers to an amount of questions, bring it and have small group discussions regarding it. Mainly, it was a dialog between teacher and a student, not a discussion.

#### Group project:

Hard to reflect everybody's abilities when having group work. So perhaps should only be a pass or not assignment otherwise people could get grades that don't reflect their abilities.

Different opinions on if the students should make the groups themselves. Benefits: could result in better collaboration between group members. Negatives: Perhaps less diversity between students from different origins. Seem to be cultural differences. Students from different origins work, and perceive how to work with the group project differently.

#### Course context:

The course had a good sustainability focus.

Seem to be a more introduction course to introduce the focus on the program, so broad course touching on several concepts quite brief. Could be more in dept if more specific seminars, articles and assignments.

#### Timeframe:

Quite low demanding course when it comes to time.

**Examination:**

Confusion on what assignments the grade was based on, should be made clear at the start of the course.

Also, explain, if you have an external person correcting the other assignments, who this person is and why so the student knows.

**Other comments:**

Room O1 was not optimal, no charging and bad air during warmer days.

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Kontakta support: [support@slu.se](mailto:support@slu.se) - 018-67 6600