



## Sustainable Marketing in the Biobased Sector SG0221, 2025.2021

15 Hp

Pace of study = 100%

Education cycle = Advanced

Course leader = Cecilia Mark-Herbert

### Evaluation report

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**Evaluation period: 2021-01-10 - 2021-01-31**

Answers 6

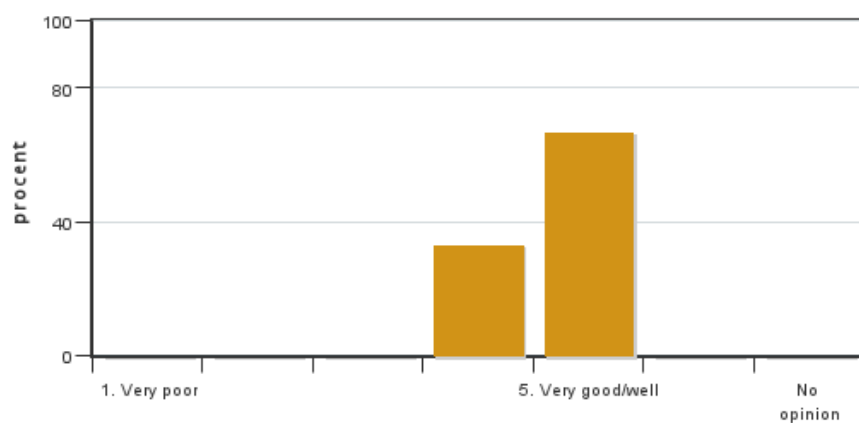
Number of students 12

Answer frequency 50 %

### Mandatory standard questions

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

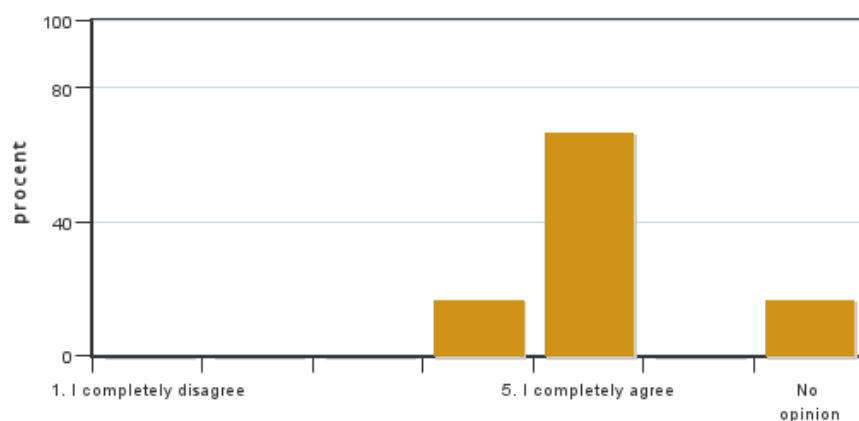


Answers: 6  
Medel: 4,7  
Median: 5

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

No opinion: 0

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

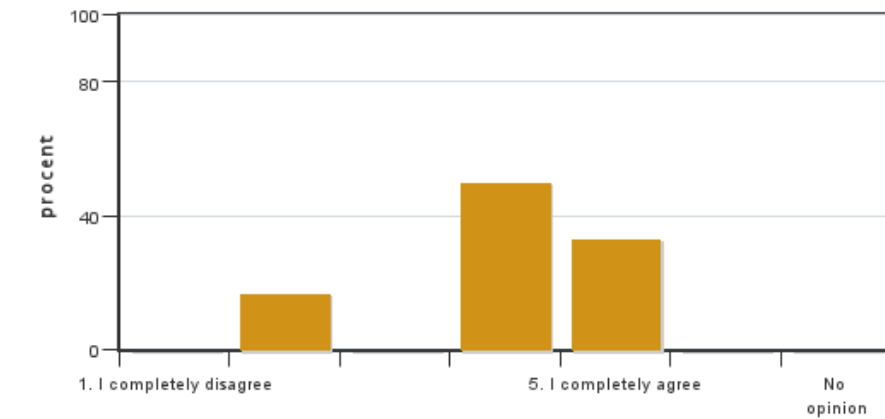


Answers: 6  
Medel: 4,8  
Median: 5

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

No opinion: 1

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

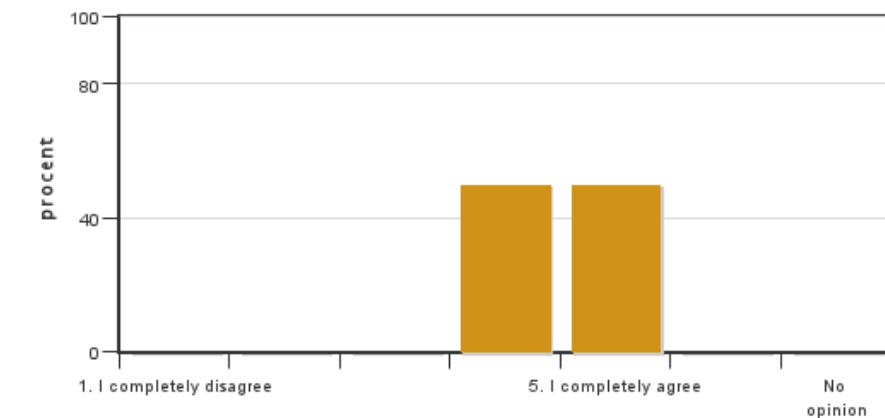


Answers: 6  
Medel: 4,0  
Median: 4

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

No opinion: 0

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

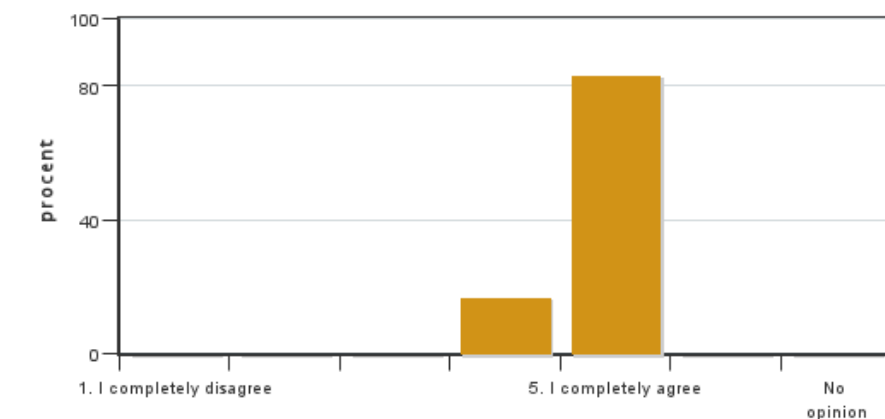


Answers: 6  
Medel: 4,5  
Median: 4

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

No opinion: 0

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

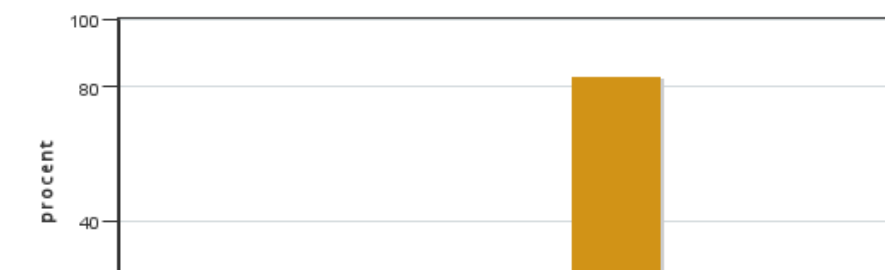


Answers: 6  
Medel: 4,8  
Median: 5

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

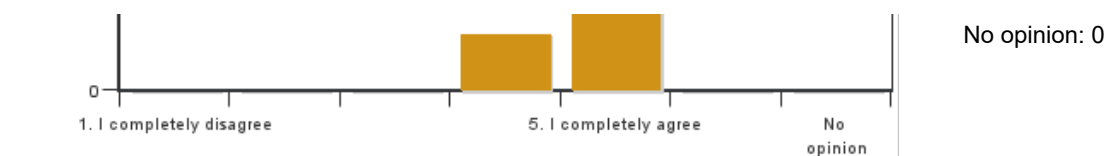
No opinion: 0

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

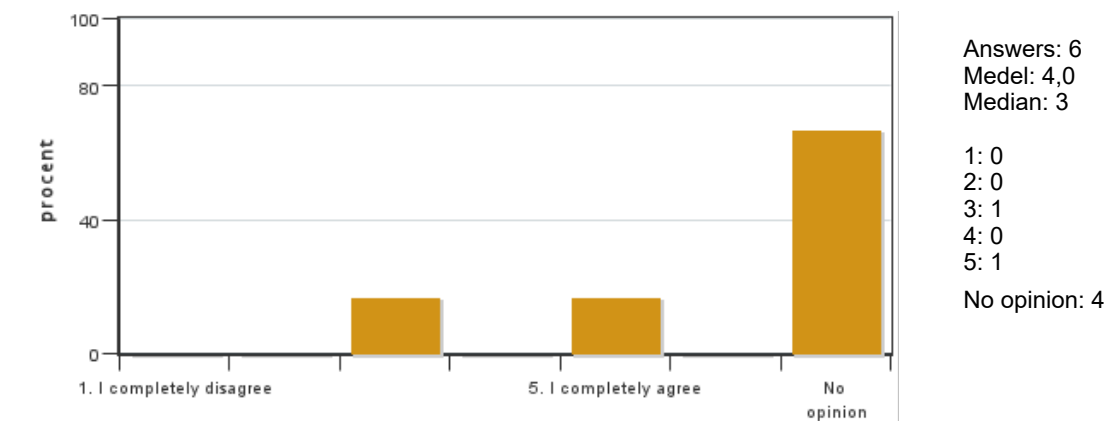


Answers: 6  
Medel: 4,8  
Median: 5

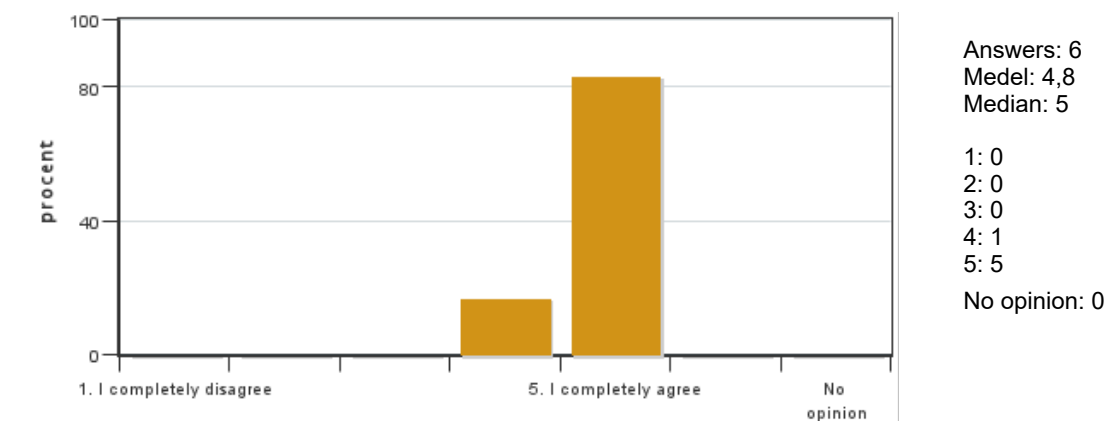
1: 0  
2: 0  
3: 0  
4: 1  
5: 5



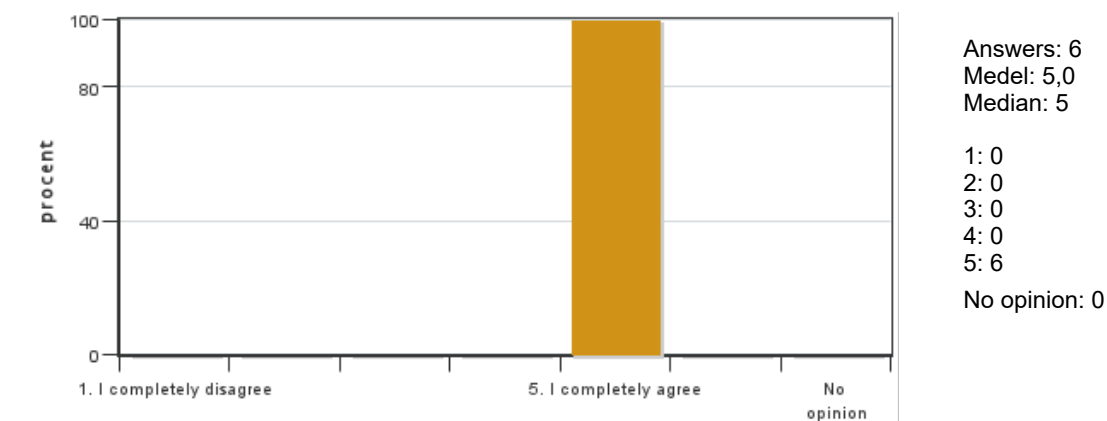
**7. The physical learning environment (facilities, equipment etc.) has been satisfactory.**



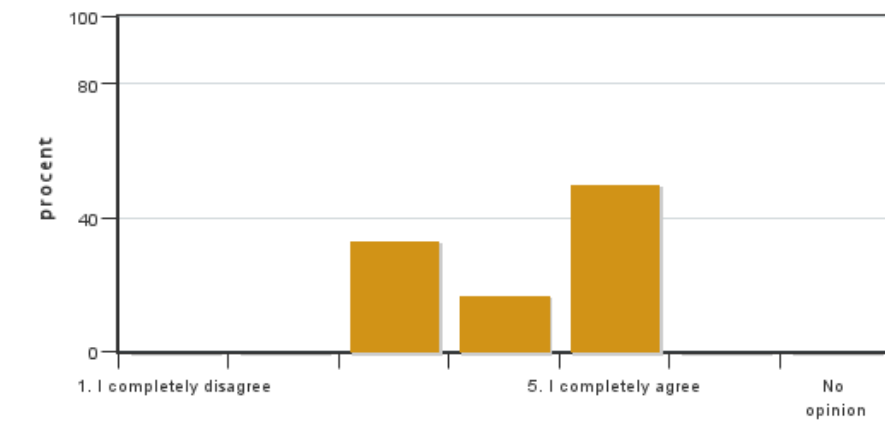
**8. The examination(s) provided opportunity to demonstrate what I had learnt during the course (see the learning objectives).**



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



**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).**

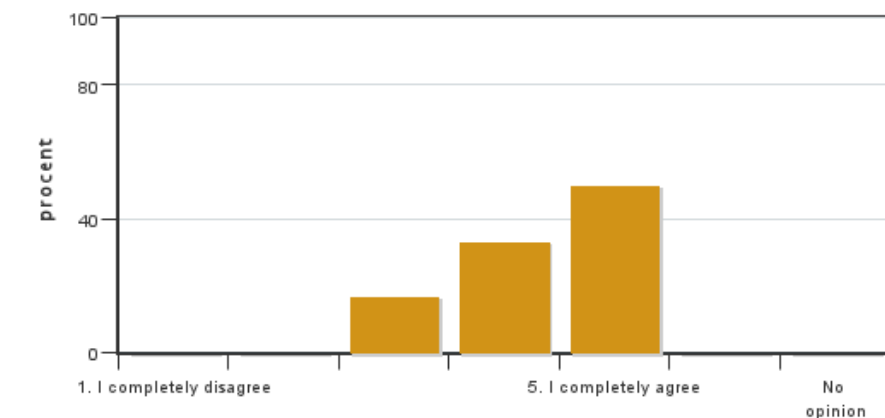


Answers: 6  
Medel: 4,2  
Median: 4

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

No opinion: 0

**11. The course covered international perspectives.**

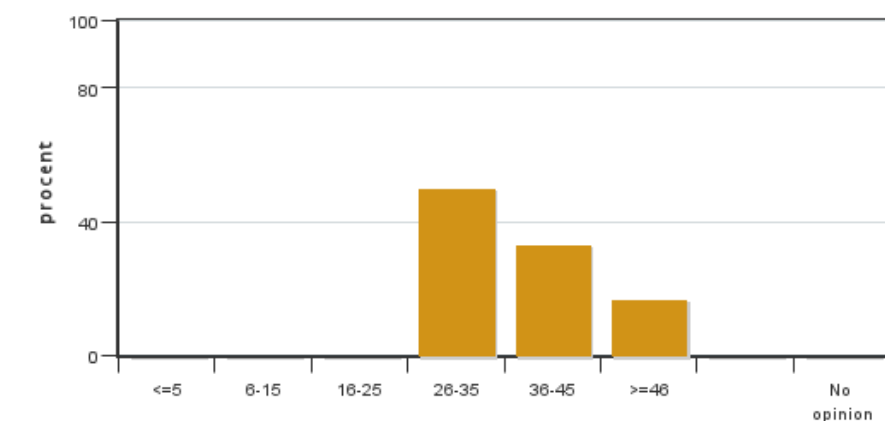


Answers: 6  
Medel: 4,3  
Median: 4

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

No opinion: 0

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

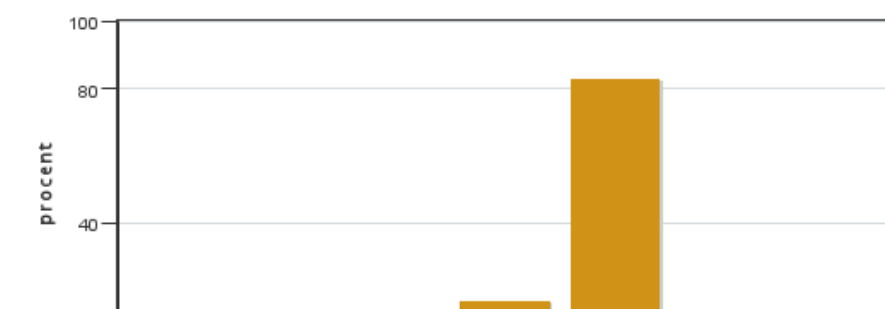


Answers: 6  
Medel: 36,0  
Median: 26-35

≤5: 0  
6-15: 0  
16-25: 0  
26-35: 3  
36-45: 2  
≥46: 1

No opinion: 0

**13. If relevant, what is your overall experience of participating in all or part of your course online?**



Answers: 6  
Medel: 4,8  
Median: 5

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

No opinion: 0



**14. If relevant, please share what worked well when participating in teaching on distance**

**15. If relevant, please share what worked less well when participating in teaching on distance**

## Additional own questions

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**16. This year's course was offered in zoom (due to Covid 19). Is there anything that we can think of for future classes that will make the course better (assuming we would have to continue with the distance mode)? Suggestions are welcomed.**

## Course leaders comments

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The course SG 0221 was offered as a distance course (2020) but it was not the plan at the time of when classrooms and resources were booked. Therefore the course had to be adapted to the current Covid 19 instructions continuously, sometimes with short notice. Lectures, seminars, presentation of projects – all of the examination was done in Zoom and Canvas (thus the x.15 hour as that is a tradition). It was not ideal, but efforts from all parties, including external lecturers made it meaningful and fun. I am very happy about that.

A master's level course inevitably means taking more responsibility – to attend mandatory parts of the course and internalize the procedures and instructions. Some clarifications can be made regarding the schedule for future courses. Explaining it all at the start of the course means that some things are not clarified. Additional examples of projects can be provided, to create a sense of what has been done in previous courses. A technical problem at the time of the exam was most unfortunate (a loss of 15 minutes and some additional stress) but the exam situation could not be tested by me prior to the D-day. I simply had to do what I could at the time. I hope future courses will have in class examinations – and seminars where we meet in person.

The course has a range of students with different backgrounds – which implies challenges but also opportunities to learn from each other. This was done in very positive collaboration arrangements which contributed to the over-all satisfaction of the course (4.7). Of the 12 students in the course some 6 students have replied to the course evaluation – and I am very grateful for that! 1000 tack to those of you that took the time to reply to the course evaluation!

## Student representatives comments

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The course Sustainability Marketing in the Biobased Sector SG0221 held online due to the Covid 19 pandemic. The schedule published before the start of the course was followed to a large extent. For this reason, the breaks were kept to 15 minutes.

During the course, the Zoom platform was used with all its advantages (e.g. breakout rooms). This meant that a good exchange of knowledge could also take place during the external lectures. Especially the external lectures brought a pleasant change into the theoretical basics of sustainability marketing and were very gratefully accepted by the students.

Attendance at seminars and external lectures served as proof of performance. Here, too, attendance could be checked on the Zoom platform. However, this meant a little more work for the course leader. As the student representative, I would like to thank the course leader at that point on behalf of all students for the extra work. Furthermore, an independent exam and a group project counted towards the final grade. Technical problems made it somewhat difficult to complete the exam, but the best was made of the given situation. The group work was also done online, which made the work a little more complex. However, this experience can certainly be used for future tasks, especially in the work environment.

The feedback culture throughout the course should be emphasised. The students very much appreciated the constructive feedback from the course leader, but also from the other students (in the context of the group work). This is certainly also due to the good instruction by the course leader on how criticism should take place.

It is a regret that only 50% of the students took part in the survey. However, this rather speaks for the fact that the course was perceived as positive as otherwise, students would have been more willing to tell their critique.

As a student representative, I would like to thank the course leader for the excellent course and all the effort on the part of all the students. I believe that we students will benefit from the learning outcomes for a long time to come.

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