



## Marketing, Responsibility and Ethics FÖ0445, 10208.2021

15 Hp

Pace of study = 100%

Education cycle = Advanced -

Course leader = Per-Anders Langendahl

### Evaluation report

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**Evaluation period: 2020-10-25 - 2020-11-15**

Answers 20

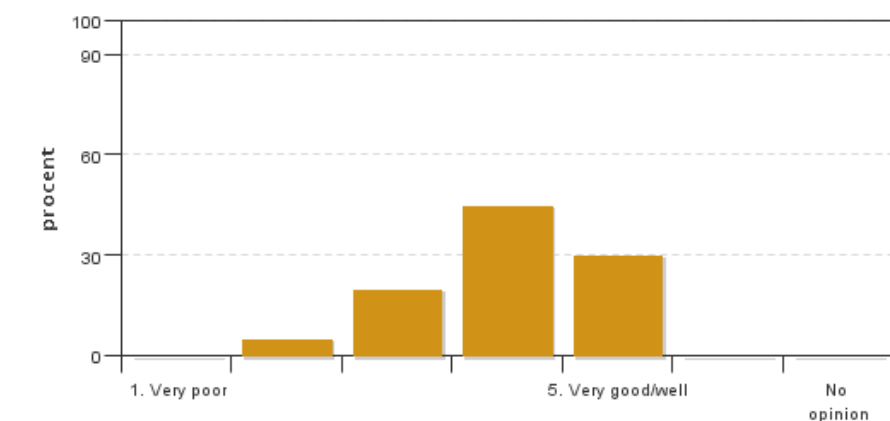
Number of students 46

Answer frequency 43 %

### Mandatory standard questions

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

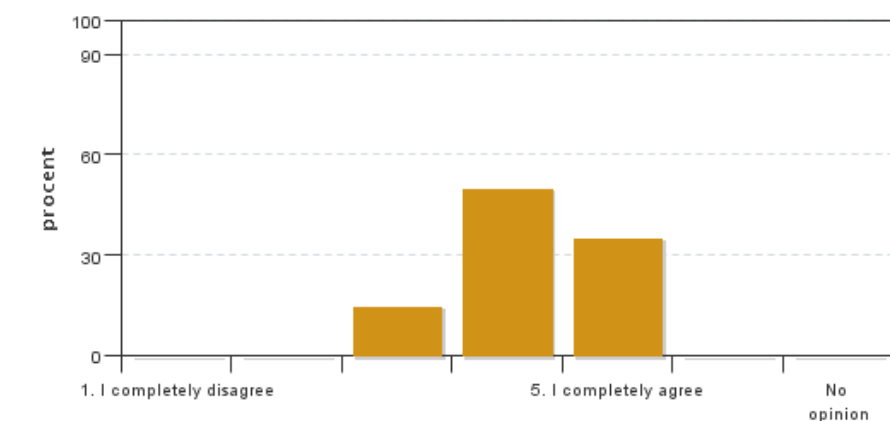


Answers: 20  
Medel: 4,0  
Median: 4

1: 0  
2: 1  
3: 4  
4: 9  
5: 6

No opinion: 0

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

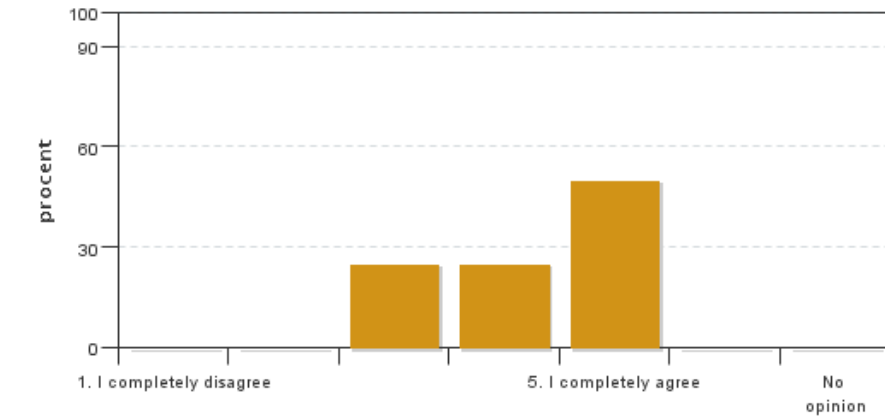


Answers: 20  
Medel: 4,2  
Median: 4

1: 0  
2: 0  
3: 3  
4: 10  
5: 7

No opinion: 0

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

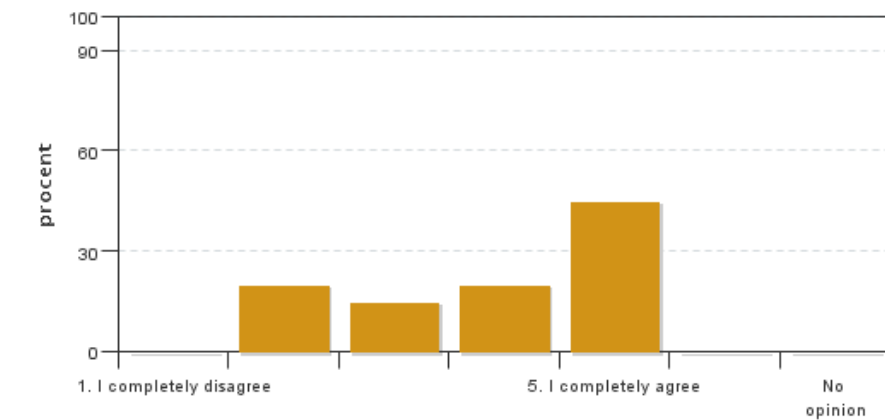


Answers: 20  
 Medel: 4,3  
 Median: 4

1: 0  
 2: 0  
 3: 5  
 4: 5  
 5: 10

No opinion: 0

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

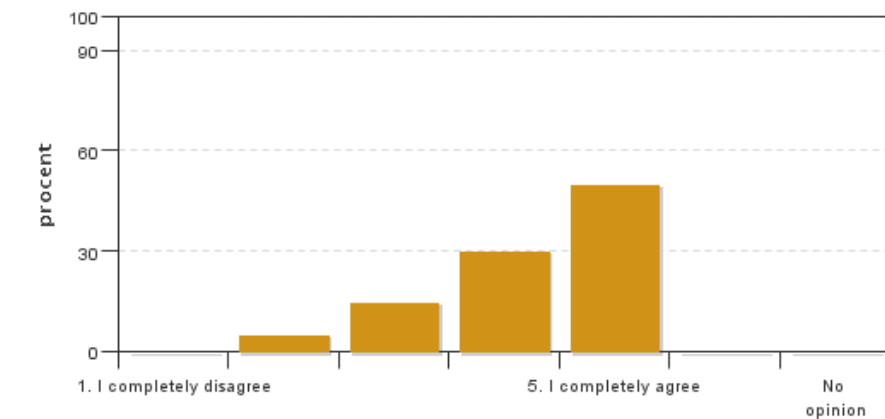


Answers: 20  
 Medel: 3,9  
 Median: 4

1: 0  
 2: 4  
 3: 3  
 4: 4  
 5: 9

No opinion: 0

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

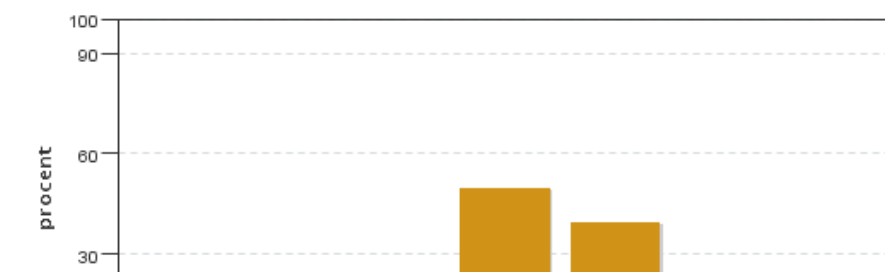


Answers: 20  
 Medel: 4,3  
 Median: 4

1: 0  
 2: 1  
 3: 3  
 4: 6  
 5: 10

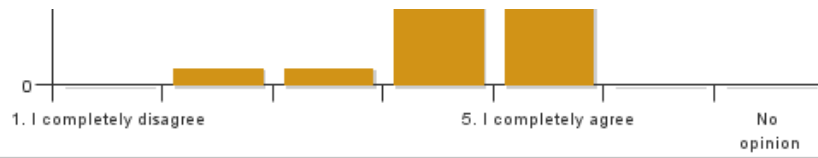
No opinion: 0

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



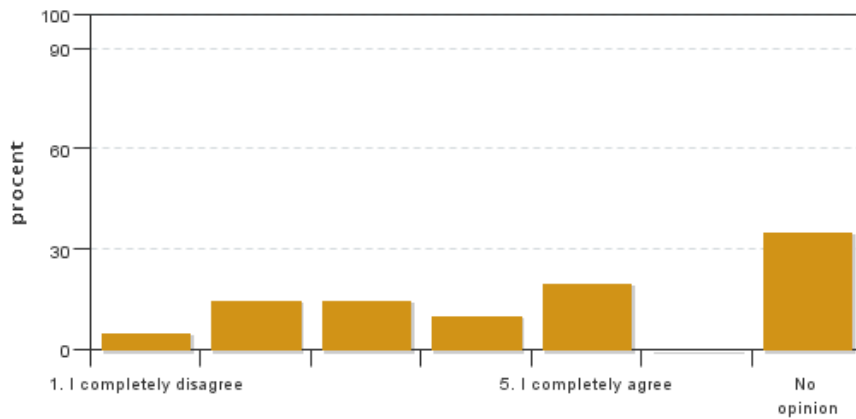
Answers: 20  
 Medel: 4,3  
 Median: 4

1: 0  
 2: 1  
 3: 1  
 4: 10  
 5: 8



No opinion: 0

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



Answers: 20

Medel: 3,4

Median: 3

1: 1

2: 3

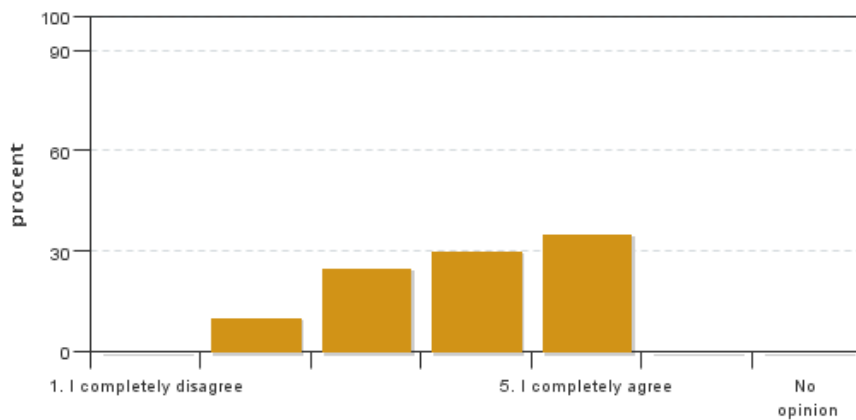
3: 3

4: 2

5: 4

No opinion: 7

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



Answers: 20

Medel: 3,9

Median: 4

1: 0

2: 2

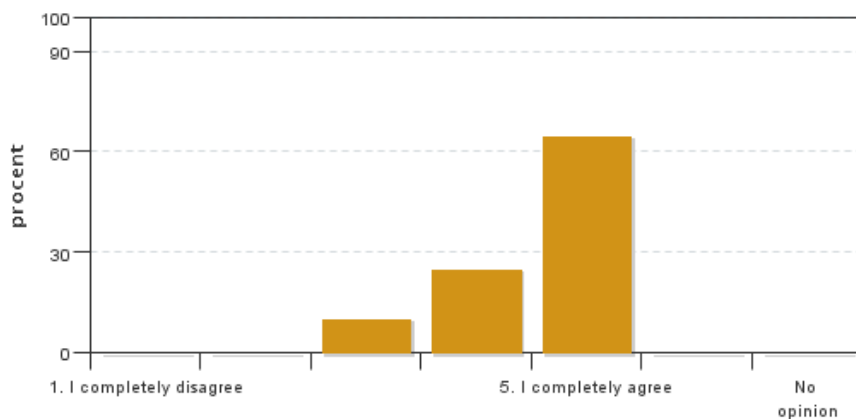
3: 5

4: 6

5: 7

No opinion: 0

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



Answers: 20

Medel: 4,6

Median: 5

1: 0

2: 0

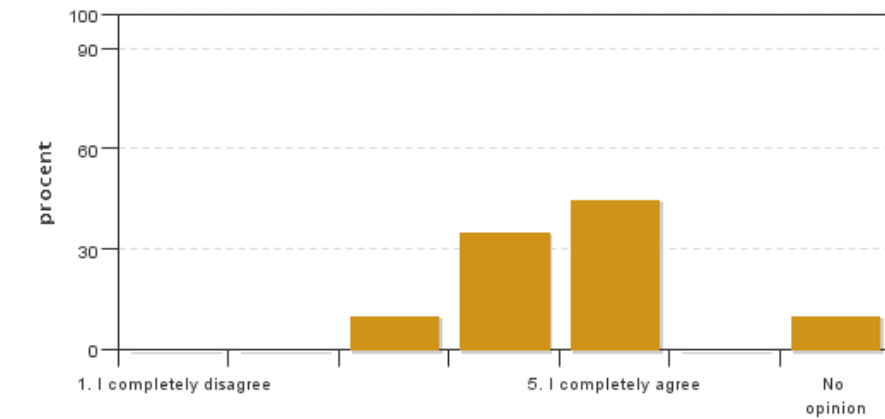
3: 2

4: 5

5: 13

No opinion: 0

**10. The course covered international perspectives.**

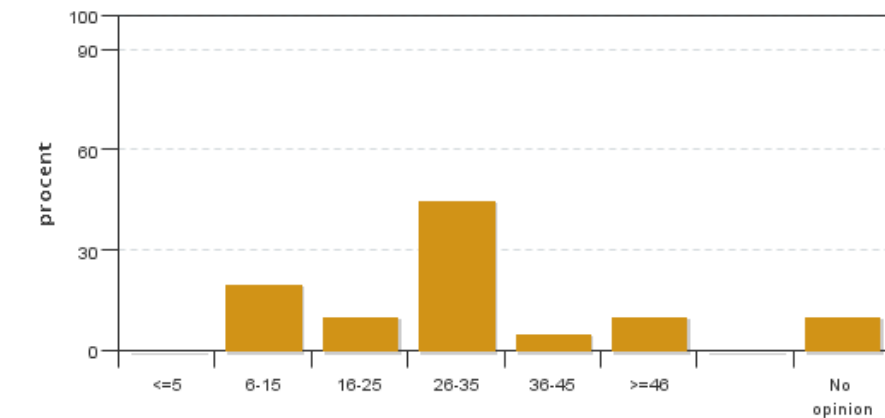


Answers: 20  
 Medel: 4,4  
 Median: 4

1: 0  
 2: 0  
 3: 2  
 4: 7  
 5: 9

No opinion: 2

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

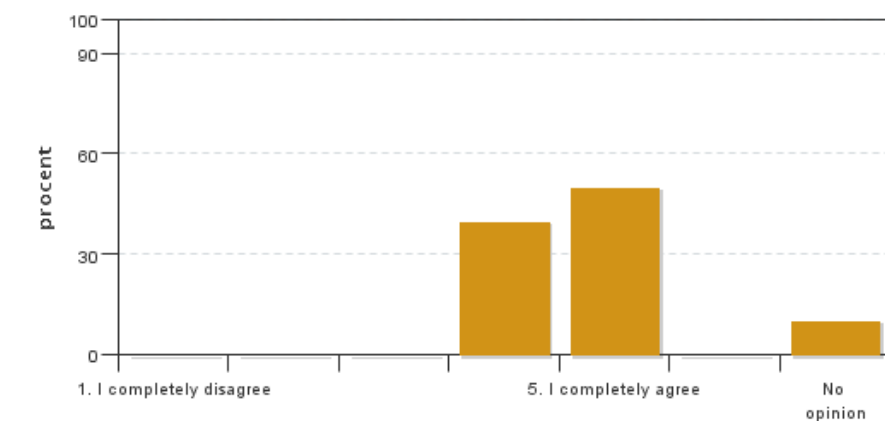


Answers: 20  
 Medel: 26,8  
 Median: 26-35

<=5: 0  
 6-15: 4  
 16-25: 2  
 26-35: 9  
 36-45: 1  
 >=46: 2

No opinion: 2

**12. 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).**

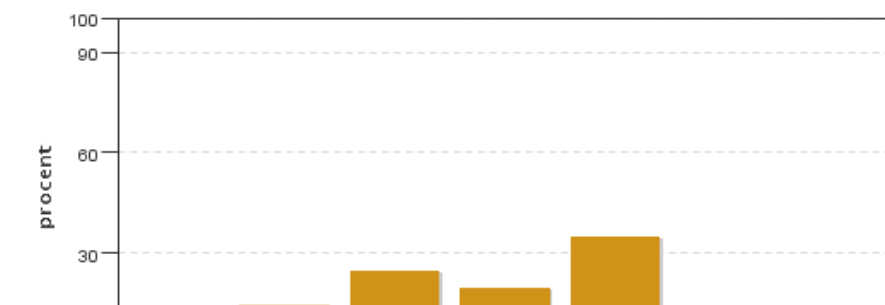


Answers: 20  
 Medel: 4,6  
 Median: 5

1: 0  
 2: 0  
 3: 0  
 4: 8  
 5: 10

No opinion: 2

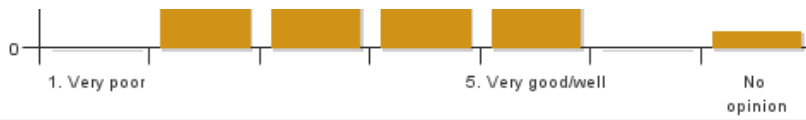
**13. Please rate how you experienced participating in teaching on distance**



Answers: 20  
 Medel: 3,8  
 Median: 4

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

No opinion: 1

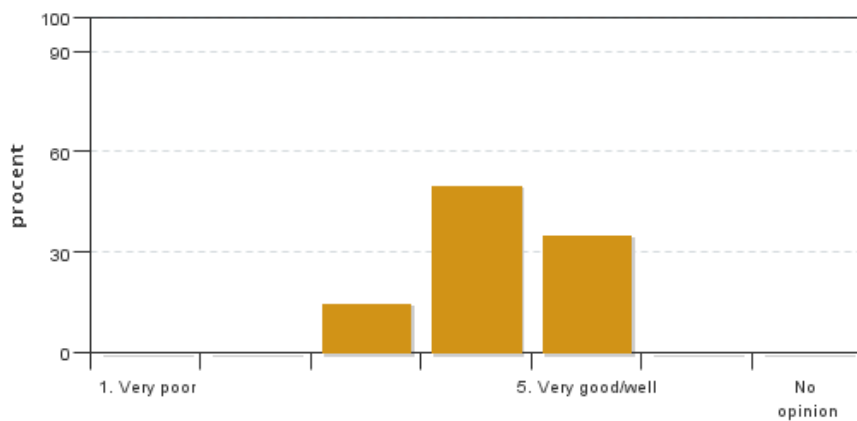


14. Please share what worked well when participating in teaching on distance

15. Please share what worked less well when participating in teaching on distance

## Additional own questions

16. What is your view on the module Evaluating and communicating sustainability that focused on systems thinking and Live Cycle Analysis Methods?



Answers: 20  
 Medel: 4,2  
 Median: 4

1: 0  
 2: 0  
 3: 3  
 4: 10  
 5: 7

No opinion: 0

## Course leaders comments

No comments from the teacher

## Student representatives comments

The course "Marketing, Responsibility, and Ethics offers insights on how to combine Marketing with sustainable action in an organization. Lectures and seminars helped to understand the concepts of responsible Marketing and prepared for the exam, even though the level of the exam was quite higher than of the assignments during the course. Sometimes, the organization of the course seemed to be a bit chaotic and feedback towards individual performance was missing. The information flow between the teacher and the students could have been better. However, the course contents were introduced clearly.