Marketing management – in a system perspective
FÖ0507, 40116.2526

7.5 Hp
Pace of study = 100%
Education cycle = Basic
Course leader = Cecilia Mark Herbert

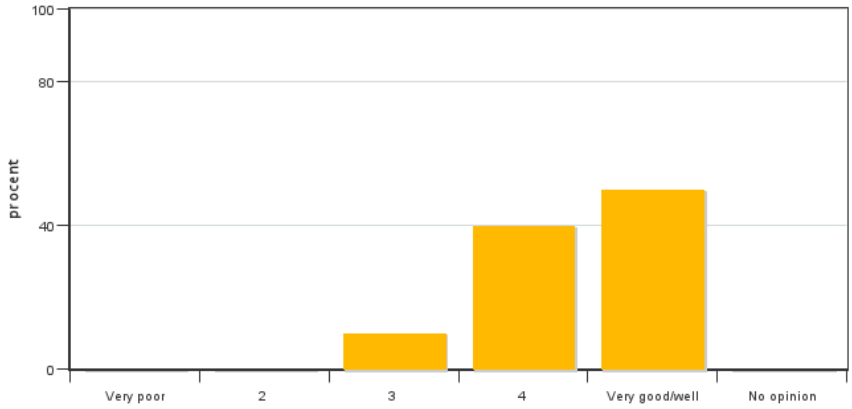
Evaluation report

Evaluation period: 2026-04-26 - 2026-05-17

Answers	20
Number of students	43
Answer frequency	46 %

Mandatory standard questions

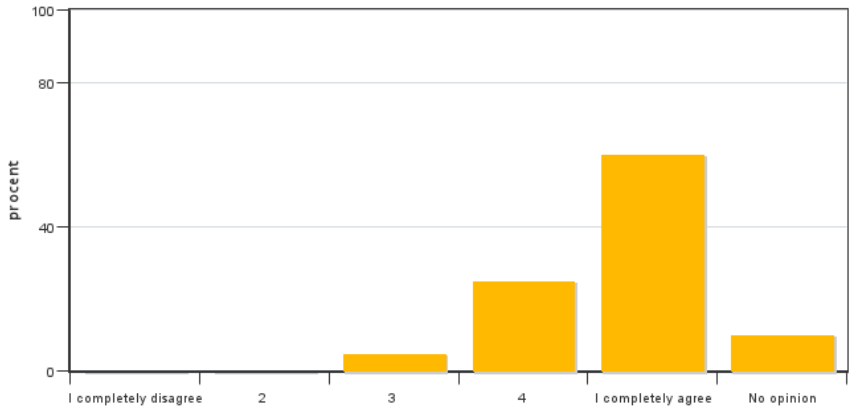
1. My overall impression of the course is:



Number of answers: 20
Average: 4,4
Median: 4

Very poor : 0
2: 0
3: 2
4: 8
Very good/well: 10
No opinion: 0

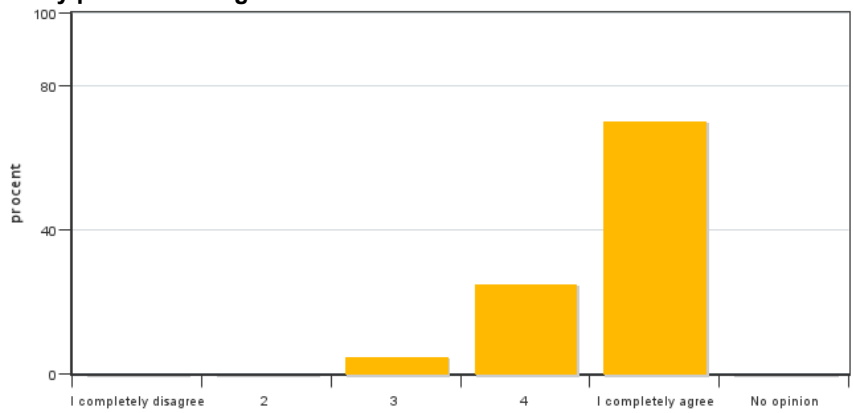
2. I found the course content to have clear links to the learning objectives of the course.



Number of answers: 20
Average: 4,6
Median: 5

I completely disagree: 0
2: 0
3: 1
4: 5
I completely agree: 12
No opinion: 2

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

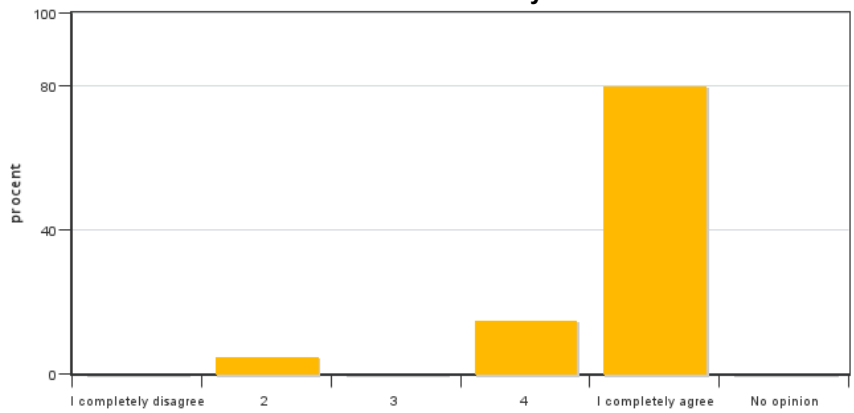


Number of answers: 20
Average: 4,7
Median: 5

I completely disagree: 0
2: 0
3: 1
4: 5
I completely agree: 14

No opinion: 0

4. The information about the course was easily accessible.

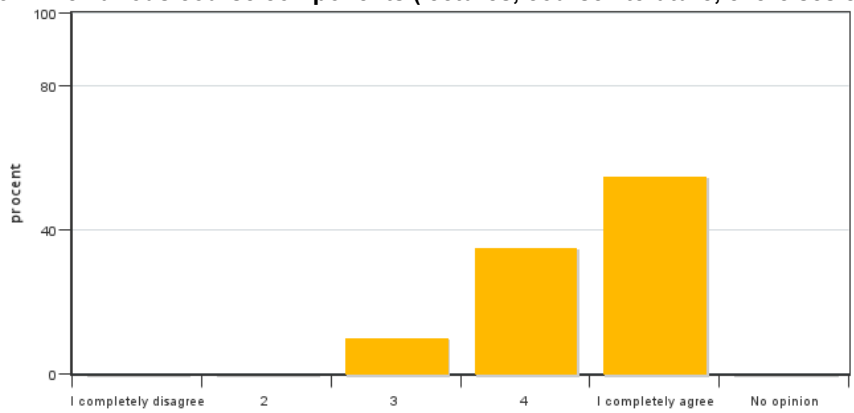


Number of answers: 20
Average: 4,7
Median: 5

I completely disagree: 0
2: 1
3: 0
4: 3
I completely agree: 16

No opinion: 0

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

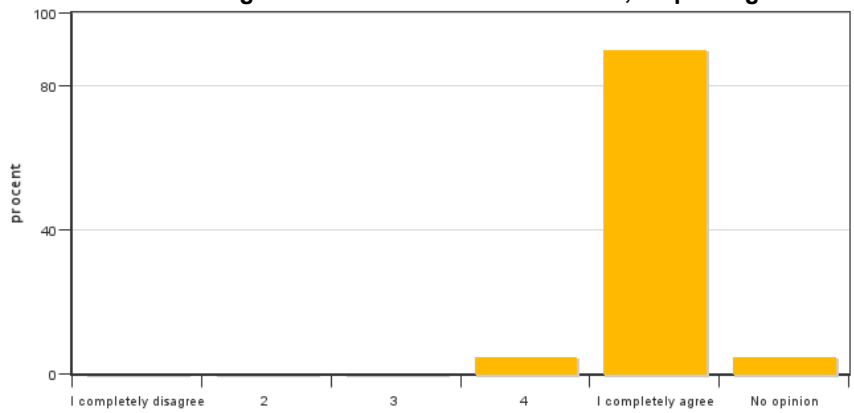


Number of answers: 20
Average: 4,5
Median: 5

I completely disagree: 0
2: 0
3: 2
4: 7
I completely agree: 11

No opinion: 0

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

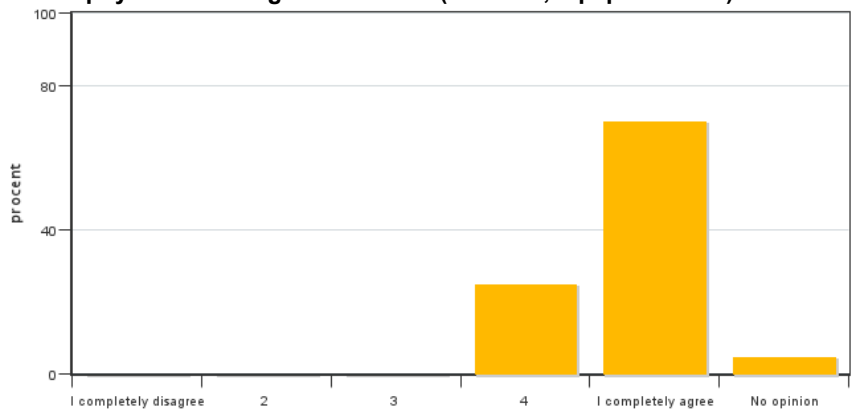


Number of answers: 20
Average: 4,9
Median: 5

I completely disagree: 0
2: 0
3: 0
4: 1
I completely agree: 18

No opinion: 1

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

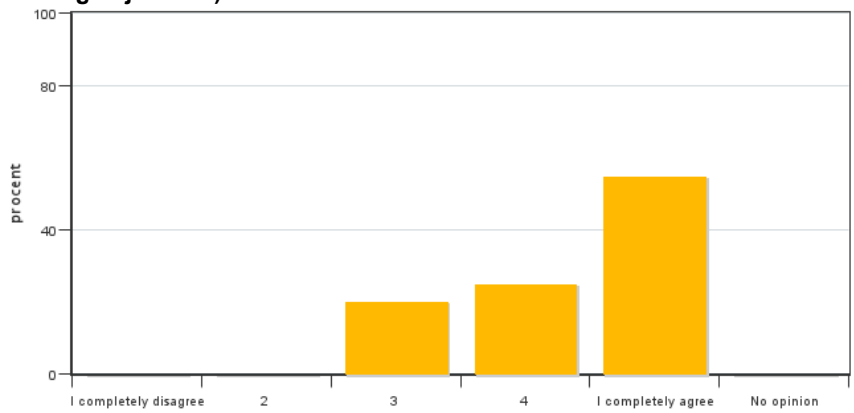


Number of answers: 20
Average: 4,7
Median: 5

I completely disagree: 0
2: 0
3: 0
4: 5
I completely agree: 14

No opinion: 1

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

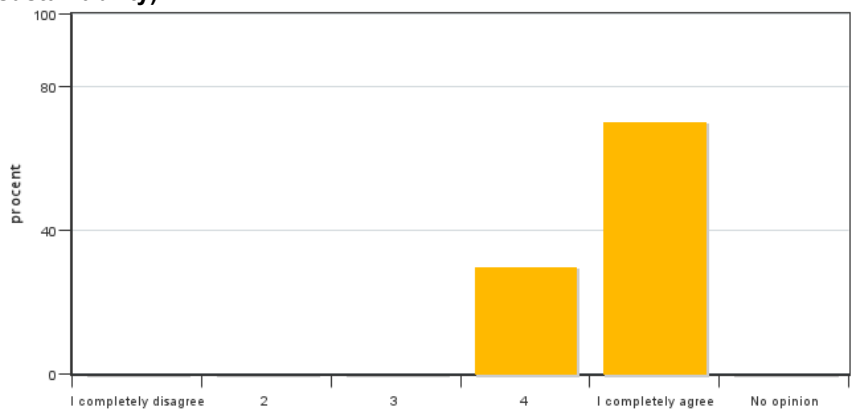


Number of answers: 20
Average: 4,4
Median: 5

I completely disagree: 0
2: 0
3: 4
4: 5
I completely agree: 11

No opinion: 0

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

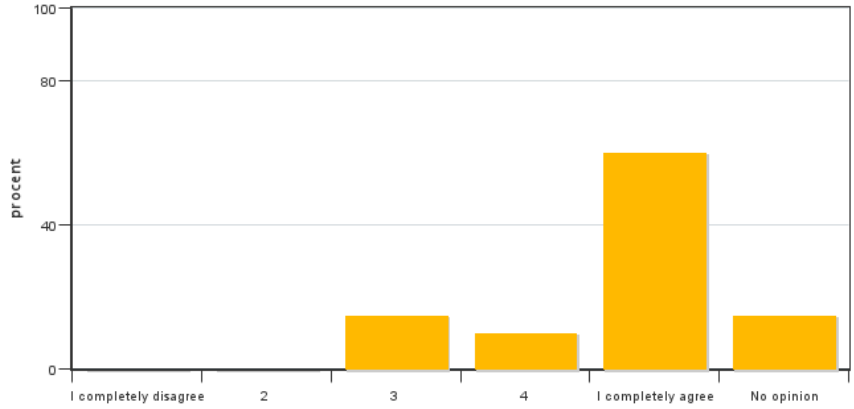


Number of answers: 20
Average: 4,7
Median: 5

I completely disagree: 0
2: 0
3: 0
4: 6
I completely agree: 14

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).

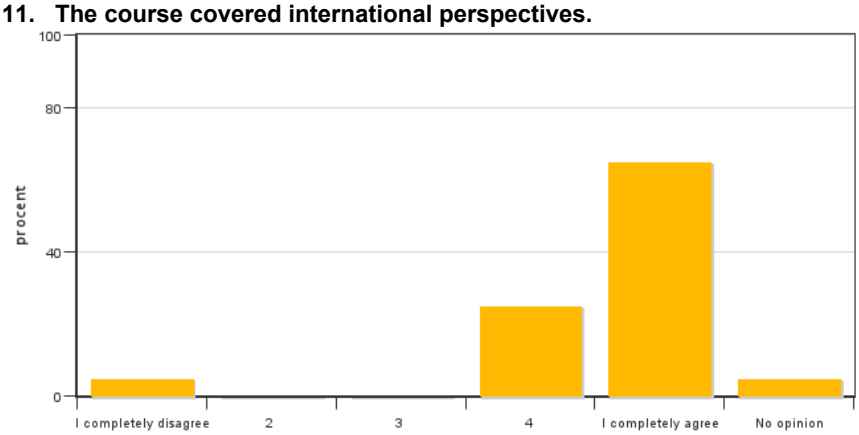


Number of answers: 20
Average: 4,5
Median: 5

I completely disagree: 0
2: 0
3: 3
4: 2
I completely agree: 12

No opinion: 3

11. The course covered international perspectives.

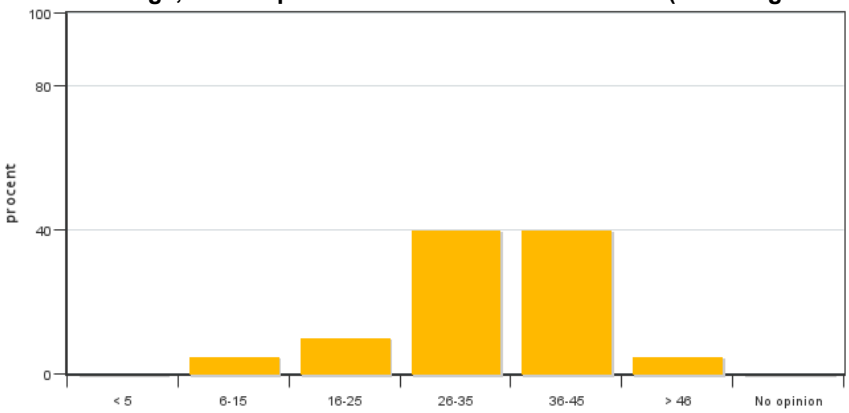


Number of answers: 20
Average: 4,5
Median: 5

I completely disagree: 1
2: 0
3: 0
4: 5
I completely agree: 13

No opinion: 1

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



Number of answers: 20
Average: 32,8
Median: 26-35

< 5: 0
6-15: 1
16-25: 2
26-35: 8
36-45: 8
> 46: 1

No opinion: 0

Course leaders comments

Stort TACK till Er som har svarat på kursvärderingen (46% av alla som var antagna till kursen, och 56% av alla som faktiskt gick kursen). Det är speciellt värdefullt att få återföring när vi utvecklar en ny kurs, för att vi då testar lite nya saker. Tillsammans har vi skapat en lärande miljö (4,4 i helhetsintryck), med god koppling till lärandemål (4.6) och en kursnivå som var lagom (4,7). Det känns bra! Jag är speciellt glad för att så många upplevde den sociala miljön som mycket god (4,9). Värderingen av kursboken är relativt god (ny bok) och uppskattningen av instuderingsfrågorna än bättre (Tack för den återföringen!) Välkomna åter till fortsatta marknadsföringskurser!

Internal comments

Utöka lite om konsumentbeteende - Kahnemanns modell

Student representatives comments

No comments from the student representatives