



**SCHOOL OF BUSINESS
CONTINUING EDUCATION COURSE EVALUATION SUMMARY**

Course Name:	Social Media Strategies	Instructor:	Mark Smiciklas
Course Date:	May 14 th , 2010	My Organization:	Public
Course Code:	BSCM 703V 001	Respondents:	18

A. COURSE	Strongly Agree					Strongly Disagree				
	5	4	3	2	1	5	4	3	2	1
1.The course content was relevant	5	14	4	4	3		2			1
2.Exercises/activities were relevant to course topics	5	11	4	5	3	1	2	1		1
3.What I have learned in this course will contribute to my competence	5	11	4	7	3		2			1
4.Quality of course handouts/materials enhanced my learning	5	13	4	3	3	2	2			1
5.There was sufficient opportunity for class participation	5	10	4	8	3		2			1

What were the most beneficial topics?

- Talking about how to actually use the social media outposts. Real examples and web links.
- Tools, twitter, analytics, and Roi.
- Content ideas.
- Seo, twitter and tracking tools.
- Great coverage of issues and approaches, and was a pragmatic course.
- Entire course, strategies, tools and content.
- How social networking can be integrated with other strategies.
- Trends, links, the slide handouts and organization of the topic.
- All topics were beneficial x4.
- Covered a broad range of relevant topics. All were very well presented.
- Twitter strategies.
- Slide share.

What were the least beneficial topics?

- Cartoon video.
- Governance.
- The basics on how to use social media tools were too remedial for my purposes.
- None.
- Everything was fab!
- Press releases and podcasts.

How could the course be improved?

- Too much of the important useable content was packed into the last few hours. It was hard to digest on a Friday afternoon.
- Perhaps instructor could take a look at students existing social media to offer advice.
- I think it would have been beneficial to start the course with a half hour overview with website examples of the main types of social media for those with less understanding of the subject. Huge variety of levels and knowledge in class.
- Be nice if something like this could be done on a weekend day. It was difficult to get time off work to attend.
- It was good as it was.
- Internet access x2.
- Better air conditioning.
- More frequent and smaller breaks. It's a lot of content and presentation and challenging to sit.
- Broken down to more than one day 9-5.
- Was excellent.

B. INSTRUCTOR	Strongly Agree					Strongly Disagree				
	5	4	3	2	1	5	4	3	2	1
1. Was well prepared	5	17	4	1	3			2		1
2. Presented information clearly and in terms I understood	5	14	4	4	3			2		1
3. Was knowledgeable in topics instructed	5	16	4	2	3			2		1
4. Shared relevant experiences and insights	5	17	4	1	3			2		1
5. Was responsive to participants to ensure effective learning	5	14	4	4	3			2		1
6. Met course objectives	5	14	4	4	3			2		1

Feedback for the Instructor:

- Great job and very well presented.
- Great job x2.
- Thank you.
- Very responsive and intelligent delivery.
- Instructor was well-spoken, confident, easy to understand and kept the information flowing logically.
- Great job, thank you. Maybe reno bathroom locations.
- Just a small thing. Don't look at the screen and put the computer in front of you and focus on that so you aren't looking away from the audience all the time.
- Excellent preparation and presentation. Keep up the good work.
- Great job Mark. I hope you will come back again.
- Great job! Very insightful, up to date, well organized and personable.
- I liked the way you related to all our various organizations large and small.
- Excellent course, well planned and organized. I really enjoyed the class.
- Great job! Lots of resources and very open to student input.

Overall comments or recommendations:

- Good course a 2.0 version for the next step could be useful.
- More examples.
- Lots of material to cover in one day. Possible two evenings instead.
- No 9-5pm. Maybe explain more as my neighbor was lost on many terms.
- Nice to have coffee, muffins, and water provided.
- Highly recommended for anyone interested in learning about social media and it's strategies for success.
- Have the class stand up once in awhile even if it's not a break, provide this opportunity.
- Very enjoyable.
- Have it again and maybe the next step should include topic specifics.
- I learned a lot.

Would you recommend this course/workshop to others? Yes: 16 No: 0

Why or why not?

- Good overview.
- Many people in my own industry aren't fully versed in what social media can offer as a benefit to their brand.
- If they wanted greater understanding of social media strategies.
- Excellent overview.
- Mark is knowledgeable, engaging, and trustworthy.
- For sure.
- Everyone can learn something and this is obviously the new way to communicate.
- Relevant content and current topics with useful information.
- Great way to learn basics of social media.
- Excellent content.