Creation Date: **Thursday, June 30, 2022**

Survey Summary:
The global means for graduate student courses are:

Overall, how would you rate this course?
Graduate: 4.34

Overall, how would you rate the instructor?
Graduate: 4.55

Evaluate Questions as follows: Mark the option you feel most appropriately describes the course / instructor
- **N/A - Question not applicable or don't know**
- **1 - One of the least effective, very low**
- **5 - Outstanding, one of the few, extremely high**

Competency Statistics	Value
Mean	3.88
Median	4.00
Mode	4
Standard Deviation	1.03

1. How effectively was the learning experience organized?

1 (2) 7.14%
2 (1) 3.57%
3 (7) 25.00%
4 (10) 35.71%
5 (8) 28.57%
[Total (28)]
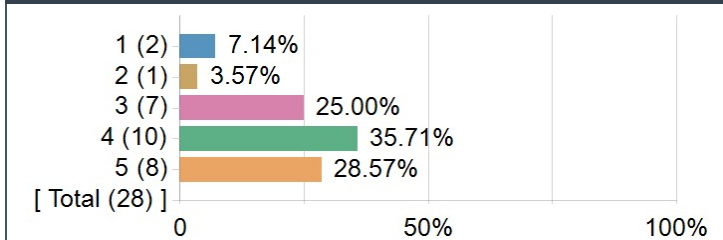
Statistics	Value
Response Count	28
Mean	3.75
Median	4.00
Mode	4
Standard Deviation	1.14

2. How well did the instructor demonstrate mastery of the subject?

1 (0) 0.00%
2 (2) 7.14%
3 (4) 14.29%
4 (10) 35.71%
5 (12) 42.86%
[Total (28)]
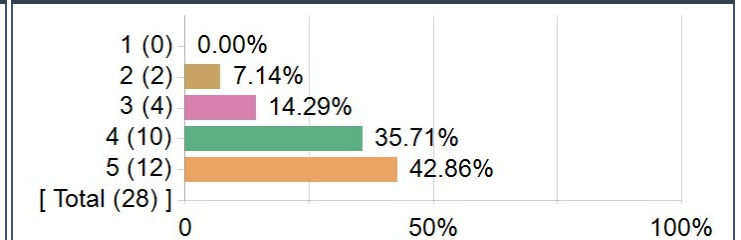
Statistics	Value
Response Count	28
Mean	4.14
Median	4.00
Mode	5
Standard Deviation	0.93

3. To what extent was the instructor committed to the learning process?

1 (2) 7.14%
2 (0) 0.00%
3 (6) 21.43%
4 (12) 42.86%
5 (8) 28.57%
[Total (28)]
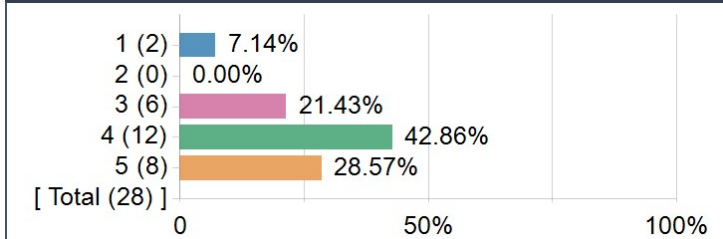
Statistics	Value
Response Count	28
Mean	3.86
Median	4.00
Mode	4
Standard Deviation	1.08

4. How rigorous was this learning experience?

1 (0) 0.00%
2 (3) 10.71%
3 (7) 25.00%
4 (10) 35.71%
5 (8) 28.57%
[Total (28)]
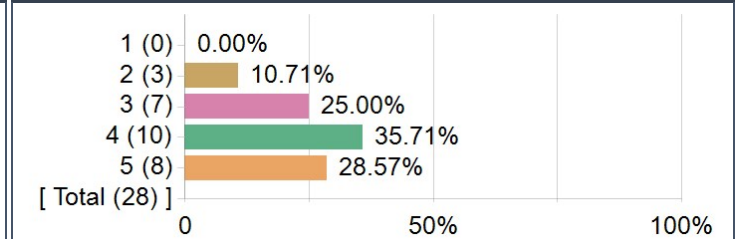
Statistics	Value
Response Count	28
Mean	3.82
Median	4.00
Mode	4
Standard Deviation	0.98

5. To what extent did the course increase your understanding of the subject?

```
1 (1)  ▌ 3.70%
2 (1)  ▌ 3.70%
3 (9)  ████████ 33.33%
4 (7)  ██████ 25.93%
5 (9)  ████████ 33.33%
[ Total (27) ]
        0          50%          100%
```
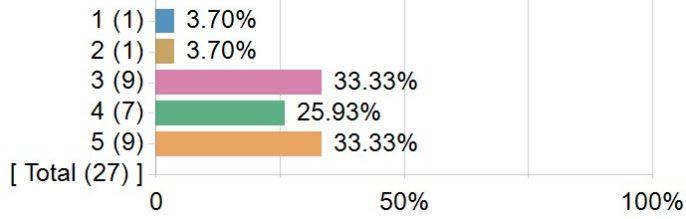
Statistics	Value
Response Count	27
Mean	3.81
Median	4.00
Mode	3, 5
Standard Deviation	1.08

6. Overall, how would you rate this course?

```
1 (1)  ▌ 3.57%
2 (1)  ▌ 3.57%
3 (5)  ████ 17.86%
4 (13) ███████████ 46.43%
5 (8)  ██████ 28.57%
[ Total (28) ]
        0          50%          100%
```
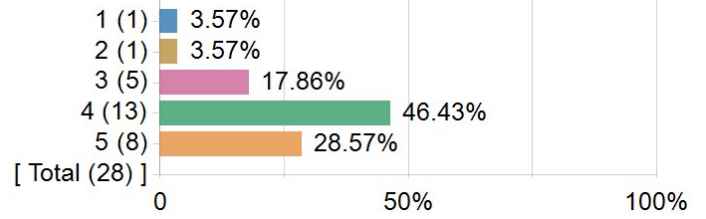
Statistics	Value
Response Count	28
Mean	3.93
Median	4.00
Mode	4
Standard Deviation	0.98

7. Overall, how would you rate this instructor?

```
1 (2)  █ 7.14%
2 (1)  ▌ 3.57%
3 (4)  ███ 14.29%
4 (14) ████████████ 50.00%
5 (7)  ██████ 25.00%
[ Total (28) ]
        0          50%          100%
```
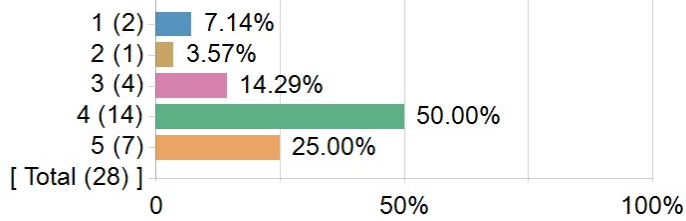
Statistics	Value
Response Count	28
Mean	3.82
Median	4.00
Mode	4
Standard Deviation	1.09

Comments to the instructor of this course

Comments
Really enjoyed Prof. Dan's energy and humor. It made the class very enjoyable. A+ for teaching style. I also really liked the structure around 3Cs / STP / 4Ps; that framework will stick with me and has already proven useful outside of the classroom for me. The areas for improvement for me would be more tangible and hands–on examples to build these critical thinking skills. We were adequately introduced to the concepts but I don't think we had enough small opportunities (i.e. outside big case assignments) to flex that critical thinking. Maybe introduce small group breakout discussions?
Professor Yavorsky was a very engaging instructor, has a great sense of humor, and I thoroughly enjoyed his lectures. I wish there has been more TA assistance at the onset of the class, and a bit more of a deep–dive into how to tackle the first case analysis we did, but I learned a lot and enjoyed the class.
I often feel as if we are just "going through the motions" of the slides without any real tangible or deeper understanding of the subject matter. The feeling I have had at almost every class could be summed up as "I don't think I learned a whole lot ...and anything new we did learn was just skimmed". I personally do not think it is right nor fair to compare you to Prof Shaddy, but there was something specific he did that made that specific weekend more enlightening. I noticed that he continuously brought concepts we had discussed in that class and previous classes back into the lesson. For example, a student would make a comment about something a brand did and he would say something along the lines of "yes, they clearly saw X target market and positioned themselves as Y and used Z distribution strategy to align with X and Y". It wasn't until then that I even really comprehended that the 3 C's, STP and 4P's should truly be interwoven and built on each other. I think everyone knows you have great intentions and we all understand that working off an existing syllabus/slides is tough. Just a little more explanation and time spent on connecting the dots to show the bigger picture would go a long way.
Very shallow conversations Zero TA presence. He never met with us or did anything Anderson business schools really dropped the ball on this one
Great content and instruction. I would love to take more of this class, digging deeper into the numerous topics covered. The professor is knowledgeable, well–spoken, patient, and eager to help students learn.
Super organized Very clear Great presentations Very funny Careful and professional communication style that promotes psychological safety Stupendous Best professor i have had thus far at ucla anderson Would take again
Provide a practice case as an example prior to the first assignment, it would save future students a ton of guessing about the required format.
The Curled Metal snafu was challenging given that another case was a fast follow and the class was left waiting for feedback from CMI. A tight feedback loop is beneficial to (my) the learning process and I think that was an unfortunate miss. Watching Hershfield's walkthrough of the CMI case was also how I wished our class operated and I appreciated that we did that for the Natureview case. Overall I really enjoyed this class, it dovetailed nicely with some cultural changes occurring at work; becoming a customer–back company that goes into the market to research, find signal, and then building STP and 4Ps around that before spending any capital resources to build products.
Professor Dan clearly has a lot of experience and knowledge. I appreciate all the real world examples and how he made class fun and engaging. I think he needs to improving on teaching methods. Sometimes I couldn't connect one concept to the other and would appreciate more explanation on what we are talking about and a few less examples.
I appreciated the case debriefings we did together in class. My recommendation would be to do more case debriefings in class sooner in the course, particularly before the first individual case write–up. This would help to clarify the important pieces that need to be included in the case write–ups. I also found the page limitations for the write–ups extremely challenging. While I understand the need for brevity for grading purposes, the prompts seemed overly robust given the page limit. Most marketing overviews and presentations I've done are in bullet point format, versus long–form copy. More flexibility with the format and page limit would go a long way.
Provide abbreviated versions of slides that don't give anything away from the examples.
The CCC,STP,PPPP framework is great. The survey of the content was great. I want the professor to do deeper dives with his own

Comments

expertise, because I know his stuff. What I do to want is for him to try to be our friend. Teach us, do not seek to be liked.

Having two individual case assignments in subsequent weeks, followed by the group case and then the final seems unnecessarily intense, especially considering that Prof. Dan was unavailable during the first case. Prof. Shaddy outshined Prof. Dan during the weekend that Shaddy filled in. I learned a lot overall, just felt that the cases should have been spread out and we should have had some in–class instruction on the assignment leading up to the first case.

Generally the course had a clear structure in place. I did not feel there was sufficient quant review during class, though. Feedback on the papers came very late so it was a bit challenging to understand where I needed to improve in time before the next paper. Slide decks were difficult to reference and even though I'm ok with the photos and video stills, some associated reference verbiage would have been helpful to reinforce what was discussed in class. I think Prof Dan had great recaps after class that he sent out via BruinLearn. I would suggest he maintain a more professional demeanor in class. He brings up a lot of personal information which can be distracting in class.

I do not feel that we were sufficiently prepared for the rigor of the assignments of the case write–ups. Professor Dan was energetic and fun.