

Gary F. Gebhardt  
Teaching Evaluations  
MBA Marketing Strategy: Capstone Class for the Marketing Strategy Track

Fall 2006 – Night Class (n=13)	Gebhardt	Department Average
Description of course objectives and assignments	4.69	4.20
Communication of ideas and information	4.62	4.11
Expression of Expectations for performance	4.31	4.18
Availability to assist students in or out of class	4.46	4.24
Respect and concern for students	4.46	4.34
Stimulation of interest in course	4.77	4.10
Facilitation of learning	4.62	4.10
Overall rating of instructor	4.54	4.23

- To alleviate complaints on of case grading, the assignments should be issued blindly graded and then cross referred to author. This would alleviate bias and perhaps should be done on the exam well. If their truly are no “right” answers in case studies, students shouldn’t be “picked on” for their ideas. Tie book material more closely to discussions.
- GE needs supplement. Loved discussion format. Didn’t like when we discussed from end (recommendations) to beginner (fst facts). More relation of discussion to course lecture. MW assigns due in class.
- I would have been better if it was a team approach for the cases or it would have enhanced the thinking better. Class participation would be much better if it was team based.
- I think the course work very well to make students understand the materials. It makes it a lot better to learn like this and have in depth discussions than just to read a book. I think the grading system worked well, although a lot of it has to do with personal opinion which can affect the grade sometimes. The only thing I would recommend is not to make Sunday night the due date for the cases. Other than that, Dr Gebhardt is a great professor. I have learned and actually understood marketing material from his in depth discussions in class. Thank you Dr. G!!
- Hands down the best class I have had so far in the MBA program. Great facilitation of discussion. Liked cases. Thank you for using Blackboard. Liked the grading. Might try to more clearly define the concept being taught as going through case, tie it together. Awesome.
- Cases were extremely informative. I enjoyed learning about a variety of industries. I loved the fact we did not have to answer bland questions from the book. The case evaluations really made you think about the heart of the issue. Great course.
- I finally felt like I was attending an MBA class! Although Dr. Gebhardt’s class was difficult and had many assignments I felt like I got more out of this class than the other two marketing courses combined. What I wish Dr. Gebhardt would change is the due date of the case studies. 12 AM on Sunday night is tough for a Tuesday night class, which is why I didn’t take a Monday night class.
- I thought the format of the class fit very well with the course objectives. Doing the cases before class and then discussing them made it a lot easier to learn because I was able to see what I did right and wrong and apply it back to the case.

- He is definitely one of the most enthusiastic instructors I've ever had. His passion for the marketing field is displayed in his teaching. The structure of his class is also excellent and allows a broad understanding of materials. Great marketing professor!!
- The cases were challenging but were a good evaluation method to use.
- The case studies and subsequent discussions were interesting and were great tools for learning how to apply the subject matter. They were also very time consuming to write up but worth the effort.

Fall 2006 – Day Class (n=12)	Gebhardt	Department Average
Description of course objectives and assignments	4.58	4.20
Communication of ideas and information	4.33	4.11
Expression of Expectations for performance	4.42	4.18
Availability to assist students in or out of class	4.42	4.24
Respect and concern for students	3.50	4.34
Stimulation of interest in course	4.50	4.10
Facilitation of learning	4.42	4.10
Overall rating of instructor	4.33	4.23

- Class was very good- learned a significant amount of information that I actually can apply in the job world. Using cases to apply course material was extremely beneficial to learn practical applications for theory. Liked the way we completely dissected every case w/ all aspects. Happy no groups project -----> for a t least 1 course. Course was extremely demanding, but worth it. Nice that you got weekly feedback from cases and in class participation. Thank you for letting us have the option to drop some cases and class participations- to accommodate the necessity to miss classes in some instances. Based on the format of the course- don't think we should have a final exam-case study maybe instead. Class environment was welcoming to introduce new ideas or options to the case- good at trying to get everyone involved. Some of the cases were a little long to read, comprehend and analyze on a weekly basis.
- Dr. Gebhardt does a great job of engaging the class in meaningful and relevant discussions. I think that his case-based discussion format is effective for learning because students prepare for the class ahead of time by reviewing the case/submitting a write up. What results is a class discussion in which students add much more to the session than I have experienced in other classes. Dr. Gebhardt is an asset to the MBA program at USF. I have found Marketing strategy to be the most meaning class that I have taken in the program. I do wish that Dr. Gebhardt taught other electives. His enthusiasm for the subject is contagious and I would love to learn more from him. Great job!
- Case studies make for heavy weekly coursework, however are excellent tools for learning. I enjoyed the spirited class discussion which clearly explained each case. Great overall class! The music as cool too.
- Case studies: A lot of work, but the best way to learn and to get away from theories. Textbook: I would have liked to see different theories, not only Dr. Best's. Class: Discussion base is very interesting and helps to think about some points one won't think about above.
- The textbook was good. A major portion of the class is spent on discussing case. There are reference articles at the end of every chapter. The instructor could choose some articles, which he thinks would be a good read and make it available via Library reserve.
- Really enjoyed case work. Great way to learn, but it got boring at the end. Overall prof has a lot of knowledge and I learned a lot.
- Professor is very knowledgeable and helpful. Class set up is great. I learned more in this class than in any other one. Thank you!

- The case studies are great. Discussions may be facilitated by groups and more teamwork.
- Dr. Gebhardt is a very talented professor. His class is entertaining, informative and worthwhile. I like the use of cases to learn marketing strategy and I am a fan of facilitation teaching. The book didn't always correspond with the ideas expressed in the case and Dr. Gebhardt didn't always agree with the textbook author so maybe it might be better to have class notes or change the book altogether. Dr. Gebhardt is particular about specific aspects such as cell phones ringing in class and double spacing documents. I would suggest that he list in the syllabus that points will be deducted from the contribution grade if your cell phone rings more than two times. I would also suggest that he make a double spacing rule. I respect Dr. Gebhardt for his use of an Honor Code Agreement but I think he takes it a bit far when he will not answer questions on the class discussion blackboard site. I understand that he is trying to set a level playing field for all his students but answering a couple of questions during office hours would be helpful. There are a couple of times I feel Dr. Gebhardt crossed the line of professionalism. In one instance he sent me an email scolding me for using more than 1000 words and also commented on my insecurities. In the same email he also mentioned that I would not be a good MBA unless I changed. I'm open to constructive criticism on my work but not on my personal life. I would suggest that in the future that if Dr. Gebhardt truly wants to help a student he makes an appointment with them and explores the reasons why the student is not fulfilling his standards instead of minimizing them in an email. Dr. Gebhardt for the most part maintains his professionalism. His use of expletives are actually refreshing, however terms such as "illegal aliens" are degrading to immigrants that come to this country. Overall, I learned a lot in this class and have improved my writing skills. Dr. Gebhardt truly has a gift at teaching. I would however caution future students when communicating with Dr. Gebhardt after class and through email.
- Too much focus on cases (too many cases and write ups). And too much of time devoted to what class thinks and not what instructor and textbook think. Learned a good amount of information.

Spring 2006 – Night Class (n=14)	Gebhardt	Department Average
Description of course objectives and assignments	4.57	4.10
Communication of ideas and information	4.46	3.85
Expression of Expectations for performance	4.57	3.97
Availability to assist students in or out of class	4.71	4.39
Respect and concern for students	4.71	4.31
Stimulation of interest in course	4.64	3.95
Facilitation of learning	4.43	3.95
Overall rating of instructor	4.64	3.90

- It's great to return the papers a day before the class. This would be more exciting if class format could change along the semester (have students making presentations, organize group project...)
- I really liked the case format.
  - A little more time on using figures to support marketing decisions would be useful.
  - This may be impossible, but it would be interesting to see if there were ever specific signs or motives that may guide a decision on more solid ground.
- At first I had a difficult time with the write up. After consulting with the instructor the objectives became clearer and my performance improved. Good. Not sure if 12:00 deadline is appropriate since at times papers were not graded for the next class.
- Good teacher, fun to discuss otherwise sometimes boring issues. Knows what he is talking about!! Good stories!
- Time, length of discussions could be shorter sometimes. No caffeine allowed after long day!!
- This was one of the best classes I have taken in the MBA program. Dr. Gebhardt brings excellent experience and insight to the class each week.
- I really learned a lot in this class. The format of the class is good (weekly classes).
- Knows the subject.
- Excellent professor.
- Two negatives:
  - I cannot read his handwriting therefore notes on returned homework were ignored by me.
  - He should talk less and let students talk more.
- I liked the weekly case studies and the method of review in class.
- I thought that it was good that participation was weighed heavily.
- Grading was fair.
- I feel that Dr. G did a great job of keeping us all interested and participating in class discussions.
- No suggestions, I really enjoyed the class and would definitely recommend this class to others.
- A very interesting class, one of the best I've had. I really appreciate the case study method. Great learning about the American culture. I liked class participation requirement and beginning the class with takeaways. I liked to see marketing in the quantitative way. Thank you!

- I loved the cases (most of them) that were used as instructional aids. It connected theory to practice very well. Keep the cases; they are very effective! Someday when I start up my own little business in India, I will use all of the stuff that I learned in this class. Dr. Gebhardt has been personally very inspiring!
- Initially I feel reviewing the case studies and discussing in class would not be as valuable as anticipated. However, I was wrong. It taught us how to look at things.
- This course does not to spend more time reviewing the textbook. I was a very well written book with great concepts.
- Lots of work/writing in this class- but MBA's should be hard. Dr. G at times is not very specific when presenting ideas/interpreting cases. Hard to follow. If you don't get his point, you get Low Pass. What's wrong with ABCD?
- Dr. G's charismatic personality inspires very positively on my attitude towards this profession. Keep on being energetic and enthusiastic about this profession. Be more flexible with write up deadlines. Students are very busy sometimes.
- I enjoyed the discussions and hearing various ways of viewing different situations. The cases were sometimes a little long. I did appreciate the three lowest grades being dropped and it helped when working with my work and personal schedule.
- This was one of the best and most valuable classes I have taken in the MBA program. Dr. Gebhardt brings excellent experience and insight into the course consistently each week.

Fall 2005 – Night Class (n=20)	Gebhardt	Department Average
Description of course objectives and assignments	4.50	4.21
Communication of ideas and information	4.70	4.22
Expression of Expectations for performance	4.50	4.25
Availability to assist students in or out of class	4.70	4.48
Respect and concern for students	4.50	4.49
Stimulation of interest in course	4.80	4.03
Facilitation of learning	4.65	4.10
Overall rating of instructor	4.75	4.30

- Dr. Gebhardt made the class fun and exciting and allowed for great interaction. In every class, you learn something new. He has a great sense of humor. Preparation for the class allows students to think and learn. Awesome class.
- The case approach was probably the most useful I have experienced at USF. Keep doing this class in this format- it works.
- Great class. Don't change the format.
- Excellent course, perhaps cases w/ more reliable data.
- One of my favorite classes of my MBA. Really stimulated analysis of cases and thinking from different perspectives. One of the only classes I was disappointed to miss if my job caused an absence. Actually sad to see the class end.
- I really enjoyed the format of the course. I can honestly say that this is the first class where I actually read every assignment on the syllabus. One chapter and one case per week and the associated discussion was just the right kind of learning tool for me. I wouldn't change a thing.
- I greatly appreciated the opportunity to do case work instead of the grade being based on 2 tests. Much more was learned this way and the class time was well used discussing the cases.
- Very interesting class. Keep going.
- I like the fact that you can speak your mind. A case was very large and contained bits of info so it was fun discussing. Obviously, there were too many cases. Perhaps cut them by 25%. To improve: Perhaps go over the book concepts and apply them to case.
- Positive: Interesting cases. Approach of different marketing aspects. Good communication in class.
- Excellent class-challenging and fun cases facilitate critical/analytical thinking and class discussions are open minded, they are very beneficial to learning experience.
- Great communication of ideas in class. Sometimes the lack of direction on the classes frustrates the student and causes them to spend an extremely long time. Suggestion on improvement would be to take a few minutes during class to give an overview of the case and clarify any graphs, charts, etc.
- I may have gained the most beneficial, useful information in this course over all others in the MBA program. However, it was always in retrospect; my cases were already turned in. In the future, more explanation should be given to students regarding expectations for case write-ups.
- Even though it took a while to get the hang of the case write-ups, I loved the format of the class. I learned more discussing cases than reading the textbook. My only

suggestion for improvement is to highlight more some of the main points in the chapters and how those concepts applied to the case. Overall a great class with great instruction.

- I really enjoyed the class structure. The cases and discussions were informative and I learned more in this class than I have in other recent courses. I also like that he used Blackboard. This is great especially for part-time students who don't have the opportunity to meet on campus to ask questions- it can all be done online and via email. That's great! Though the book was useful in some cases, it was a large amount of reading and we never really covered it in class.
- Very labor intensive class, but I developed an ability to dissect cases and interpret them. I appreciate your openness, advice and efforts. I felt like all contributions were considered and we worked in gray areas a lot.
- Enjoyed the discussions and use of cases to develop better understanding of marketing strategy. Not too wild at the textbook- would have preferred some PP to explain basic concepts.
- Needs to be less direct and empathetic to student. You can tell that Dr. G. cares.
- Excellent instructor. Well run and stimulating. I wouldn't change much. Just more tie in to the text book.
- I really enjoyed the lack of a professor spewing facts and general information for 3 hours at a time. I believe I have gotten more benefits from general discussions in this class than any other class I have taken. Rather than relying on just the professor's intellect and insight, this class structure allows the student to utilize that of the entire class. It would be helpful, however, for the cases that require significant number crunching, to be given the assumptions that must be made.
- One of the best MBA classes!

Spring 2005 – Day Class (n=21)	Gebhardt	Department Average
Description of course objectives and assignments	4.52	4.30
Communication of ideas and information	4.67	4.31
Expression of Expectations for performance	4.48	4.15
Availability to assist students in or out of class	4.57	4.36
Respect and concern for students	4.57	4.42
Stimulation of interest in course	4.86	4.14
Facilitation of learning	4.62	4.26
Overall rating of instructor	4.76	4.31

- Dr. G has been an incredible professor. I have taken several marketing courses and I have learned the most in this class about how to approach not just marketing but the other factors that have to be contemplated before developing an overall strategy. The write-ups are a great idea because they prepare you for discussion in class, only I suggest possibly implementing some sort of group project or group write-up once or twice to have more interaction between students. Or even take 1 or 2 cases and have the students take on a PRO/CON approach and have it be more like a debate. Overall, the best marketing course I have taken! Thank you so much for just being you! Recommending you to anyone I know going through the program!
- You are an amazing individual and I'm glad I got the opportunity to sit in your class. The information you have and are willing to share is invaluable to me. Your comments at the end of the class were insightful and helpful, and I plan on coming to see you for advice. If there is anything I can suggest you do differently, it would be to explain more clearly at the onset that being off topic or being unclear will be dealt with. In other words, I have heard complaints from individuals that you let some people talk a lot and others not as much. I felt you moderated the class discussions very well, but there were complaints so I thought I would say something. I have learned more from you than any other professor here, and I think you belong at a prestigious university imparting your knowledge on more important individuals. Your GREATNESS is evident.
- Really enjoyed this class. Liked the case study approach because it forced me to analyze such cases in depth instead of simply speed-reading to try and understand general concepts. Don't change your approach from the case write-ups to weekly quizzes. I believe I learned much more this way.
- I really enjoyed this class, but I didn't ever really gather an insight as to how we should be approaching the cases; I never really saw my "method" for analyzing them change over the semester. My comments and thoughts into each case increase/improved, but not my process for evaluating/analysis. Great interest stimulation. At the beginning of the course, I was somewhat vague in what was expected in the cases.
- Set up roster so everyone can send out an email if they need to the class- I wanted to continue the psychology experiment and have the class meet somewhere else on the last day. – Try class discussion- I did it with an accounting class. It was open for two weeks. – You are awesome- don't quit offering advice to students or giving real world examples!
- The course's syllabus and format were excellent and they truly help us understand what you expect from us. The class is informative, entertaining. Concerns: The course focused a lot on product marketing. While this is useful to many, it leaves those of us

who are going into a service industry a bit wanting. In the future it may be beneficial for students to do 2-3 service industry cases, i.e. healthcare, staffing, cleaning, etc. Thanks for a great class.

- I've taken more away from this class than any other so far in the MBA program. My interests in Marketing were only fueled by Dr. G's involvement, excitement, and "true" knowledge. The cases allowed me to "test my skills/thoughts" and then learn from those in our class discussions. Don't eliminate the case write-ups, even if people think they are too long or tedious.
- Positive: great class discussions, challenge the students, open to ideas. Negative: would like more interaction between students, a little more discussion of theory from the book (20 min?)
- The class discussions are very helpful in understanding concepts. I wouldn't make any changes to your class format because I've learned a lot in your class!
- Class was very beneficial. The mixture of theory along with case studies made it easy to see the concepts in action. Being a finance major, I haven't taken a marketing class in a while. I could have benefited with clearer objectives (give more guidance on what you want). I'm quiet in class, if participation is 50%, try to do something to get everyone involved.
- As a finance student I learned a lot from this class even if I didn't participate a lot in class. It was also the first time I had a "case" class, so it was really different. Having a marketing class gave me another vision of the business management. I worked a lot and I think the way the class is given is excellent. You are a great teacher and a great entertainer. We have too many professors that can't teach and are only good in research. You made me like something I didn't think I could at first.
- I enjoyed the class; the case studies were very helpful since this is the only class I am taking that utilizes case studies. The structure of requiring participation also significantly improves discussion as well as learning even for persons who do not participate. Keep stressing the notion of "understanding the customer" since many people ignore this myself being one of them and this has been helpful. Every so often please teach this course even if you only end up teaching PhD's because this course is valuable. Though Dr. Stock is great at logistics I question the same experience of your course taught by him. I'm sure I'll be in touch, thank you for the knowledge.
- Dr. G...where do you start? It was funny...at the beginning of the semester, I heard all these horror stories concerning him...I'm glad to say I found none of them true. He is a great professor and cares a lot about what his students have to say. Now to the format... it actually does work. I know it's hard to grade but I thought they were interesting. If you want to change it so you're not reading the answers to the same questions- have students write about what they learned and took away from each case. That way its fun for the student and more interesting for you to read.
- Dr. Gebhardt was an incredible professor for this class and truly made the material interesting and relevant. I believe this is the most insightful class yet in the MBA program because it addresses real life companies and realistic issues. The book was helpful and the cases were good although I would prefer to have companies from a wider group of industries. We had so many technology companies that I felt I learned less from the latter ones. Maybe a non-profit case study would be interesting. Even though the weekly case write-ups were a lot of work, they helped teach the material and were worthwhile.

- I had fun. You need to better explain what is expected from the written case during the first class. I figured it out after about 4 weeks.
- Dr. Gebhardt's class is interesting and applicable to the real world situations we will face. I would recommend introducing the strategies before assigning case studies; holding class discussions would be most helpful.

Fall 2004 – Day Class (n=27)	Gebhardt	Department Average
Description of course objectives and assignments	4.33	4.12
Communication of ideas and information	4.37	4.20
Expression of Expectations for performance	4.00	3.99
Availability to assist students in or out of class	4.19	4.21
Respect and concern for students	4.07	4.29
Stimulation of interest in course	4.48	4.05
Facilitation of learning	4.07	3.96
Overall rating of instructor	4.41	4.16

- I am very glad that I was able to take this course with Dr. Gebhardt, I have NEVER taken a class, at any level, that was able to operate in this manner, you are always tested to think “Outside of the box” and create your own reality of each situation. On occasion I would totally miss what the rest of the class thought was the answer, but that is what made this class great. There generally isn’t one answer in life and in business. Moreover, when I felt I may have missed the point I genuinely understood the process. In sum, my failures were my triumphs in his class. – Great facilitation of the learning process.
- Lectures were interesting however, you never really taught anything from the book so what exactly was the point of having us purchase it. And to be honest about it, I actually used other books from previous classes to help me with the cases.
- Also, while some students may be good with finance and accounting, others are not as strong. You may want to go over what you want or are expecting when you ask the financial oriented questions. This will only help student build their skills.
- I did not get your grading. I thought it was super subjective. You may want to try to give better expectations in the future. You do very well facilitating the class discussions. Always found them enjoyable.
- Dr. Gebhardt: Keep in mind that many of the cases you chose are either very technically computer oriented or financial based. These cases are difficult for students who are not “techie” and accountants- let alone the marketing side of things. Also regarding grading- you stated that there was no right or wrong answers, but there quite obviously was- based on the difficulty of achieving a “high pass” grade. If you say there are no correct answers then grading should be more based on whether answers were supported or not. Also- class participation grades are very subjective. Sometimes I felt as though I contributed but received a “low pass” or pass contribution grade.
- Although this class was frustrating for me in the beginning, as the semester progressed, I enjoyed, learned and appreciated more the class and the professor as the semester came to an end. The most useful thing I’ve learned from this class is learning to think as a manager and also learning to cope with ambiguity on not-available information.
- I really like Gebhardt as a person, but I didn’t like the grading or ambiguity. I never knew what to expect week to week. Gebhardt is an excellent discussion leader, asks the right questions and keeps class discussions flowing. He’s a good facilitator, but needs to adjust to teaching.
- I felt the grading was too subjective, mainly the class participation grading. If you ask for the 4 P’s in the first case analysis, you should at least “review” this basic marketing analysis for those of us who are not as familiar with marketing strategies.

- At first I found Dr. G a bit too eccentric for my taste, but the way he conducted class and involved students put this thing as one of the classes I learned the most from.
- I really liked Dr. G's enthusiasm and knowledge of the cases. Sometimes he was harsh on some students' comments.
- I learned a ton. Very interesting and fun class. However, very poor in communicating expectation and did not create an atmosphere to encourage participation. Worrying about being late is a grade school concept.
- Loved the class. Every session stimulated learning and excitement. I will take many points from this class into my career.
- Excellent professor. Communicated course objectives and material very well. Exhibited great passion for the field of marketing. I feel I got a lot out of this course.
- Dr. Gebhardt is a real asset to USF and the MBA program. His zeal for teaching and his genuine concern for students learning is obvious in his enthusiasm and sincerity. More classes should be this good.
- Great course- really liked the style of teaching
- My 2nd class with Dr. Gebhardt very fun, enthusiastic, helpful learning environment. Would have recommended classes.
- Good class! Maybe in team can be more complete reflections.
- Gebhardt challenged me to think! He made me stretch my mind. I'm much more analytical now.
- Nice learning process. A lot of work though. Less added value than expected during exchange in class.

Spring 2004 – Night Class (n=25)	Gebhardt	Department Average
Description of course objectives and assignments	4.04	4.23
Communication of ideas and information	4.00	4.05
Expression of Expectations for performance	4.08	4.26
Availability to assist students in or out of class	4.04	4.30
Respect and concern for students	4.08	4.25
Stimulation of interest in course	4.16	4.26
Facilitation of learning	4.16	4.14
Overall rating of instructor	4.04	4.17

- I found the way this course was taught to be very beneficial. Dr. Gebhardt demanded work but facilitated learning. I like that we did not have to work in groups. I liked the case study approach and the papers. I would allow for more words. I think Dr. Gebhardt is awesome. He made learning about the cases interesting and he got the class involved. He is more of a coach, allowing students to evaluate cases, and he guides us along. I would recommend him to others. A valuable asset to the Marketing Dept.
- Professor Gebhardt has brought a new, fresh dynamic to the business school/MBA program. He is dynamic and encourages participation/discussion among the class. His use of case studies for teaching/learning served us well, as it encouraged us to really think through the analysis of each business strategy we studied in Aacker's book. I'm glad he's aboard!
- I liked the format of the class. I thought there were too many computer cases. The computer industry is large- but other cases would have shown a more diverse global business world. Could be a better way of tracking discussion than on the "moving" blackboard.
- I liked the class discussion format because it gave the opportunity to hear other student's thoughts. Might be interesting to incorporate some of the ideas in class to opening of a bus- Next semester might hint on this. Gebhardt was a good teacher and made the class interesting.
- I liked how creative one could get in suggestions and recommendations in the case study. However, I wish that every case study forced one to utilize the principles of that week's assigned reading. A couple of assignments were of this nature.
- More financial analysis- such as contribution margin & breakdown.
- Great course. Learned a lot. Enthusiastic instructor.
- The in-class participation was too subjective and did not seem to be based on any criteria. I would suggest next semester to give a guideline of what constitutes what grade of participation.
- The case write-ups and discussions were very beneficial in applying knowledge. It might be beneficial to have a write up of the first case done by you to make sure the class knows what you are looking for. Overall, I enjoyed the class.
- I like the course layout, specifically the aspect of not having examinations. The discussions are a bit long, however they cover the topic thoroughly.
- Instructor clearly enjoys diet coke and enjoys sharing his distaste for Cleveland and Chicago.

- A conclusion of the class should be given in each class. The conclusion should be the summary of important points that we learned in that class. The timing should be better controlled.
- Professor Gebhardt was a very enthusiastic instructor with a lot of knowledge. He attempts to help us understand what was required. The course reading material was good except for the cases on computer companies. These cases were hard to understand without knowledge in the software field.
- I loved the case method and the discussions. I feel we learn a bit more when having class discussions rather than tests and projects. My only suggestion is to use less cases dealing with computers and technology. They are more difficult to understand if someone doesn't have a background in the university.
- Needs more questions. Enjoyed the class. I think sometimes we are beating a dead horse in some of the cases. The cases with little info should be shorter discussions; maybe you could go more in depth with the concepts concerning the shorter cases (b/c of the lack of info in the case). Overall I have really enjoyed the class.
- Class time could have been utilized better
- Tangents!
- We may not understand what is being asked.
- Cases were great
- Grading sometimes harsh in that question can be misunderstood
- I thought the cases were very interesting, but became very monotonous. I think we should of focused a little more on the strategies in the book.
- I consider MAR 6916 an outstanding course. Dr. Gebhardt made class interesting, dynamic and challenging. He is an excellent instructor. I'm impressed about how much I've learned in this class and how this course led me to understand how effective marketing strategies work in company.
- Class is too easy with most of discussion consisting of reading back cases. Should do more to stimulate discussion as cases are relatively clear cut. Book was used little in class and questions should have tied into book more as was done last few weeks. The classroom was not an ideal medium for the discussions as there were A/V problems throughout the year. Good teacher overall, but should stimulate more discussion.
- Dr. Gebhardt was a very intelligent professor but at times his comments seemed a bit harsh and dry. He did not seem to be very approachable. Also, he was a bit disorganized in class discussions. I did however, like how the class was formatted.