

BADM Major Course Evaluations

BADM 420, Advanced Marketing Management semester reviewed: Fall 2018

Professor	TA	Expected Grade
Wolters		A

Qualitative Ratings: (1 = Low, 5 = High)

Difficulty	Time Commitment	Enjoyment
1	3	4

Assignments:

Number of Papers	Number of Cases
0	0

Exams:

Number of Exams*	Exam Format
0	NA

*Including Final Exam

Class Format and Books:

Teaching Style	Required Textbook Cost
PowerPoint; Lecture Notes; Project(s)	50

Comments Regarding Professor

Love him, very lively.

Comments Regarding Course Content

Whole format of course is that you are matched with a company that you act as marketing consultants for for the semester. There's 2 group projects you do for the company. No exams, just a final presentation at the end of the semester.

Course evaluations provided by Gies College of Business Peer Advisors

Business Administration Major Course Evaluations

BADM 420, Advanced Marketing Management

Semester Reviewed: Spring 2018

Professor	TA	Expected Grade
Mark Wolters		A+

Qualitative Ratings: (1 = Low, 5 = High)

Difficulty	Time Commitment	Enjoyment
2	3	3

Assignments:

Number of Projects	Number of Papers	Number of Cases
3	2	0

Exams:

Number of Exams*	Exam Format
1	No exams

*Including Final Exam

Class Format and Books:

Teaching Style	Required Textbook Cost
Powerpoint & Lecture Notes	40

Comments Regarding Professor

Projects are long and most people are 2nd semester seniors so they don't particularly care about grades which can be annoying.

Comments Regarding Course Content

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BADM 420, Advanced Marketing Management

Semester Reviewed: Spring 2017

Professor	TA	Expected Grade
Mark Wolters		A+

Qualitative Ratings: (1 = Low, 5 = High)

Difficulty	Time Commitment	Enjoyment
1	2	4

Assignments:

Number of Projects	Number of Papers	Number of Cases
1	2	0

Exams:

Number of Exams*	Exam Format
0	No exams

*Including Final Exam

Class Format and Books:

Teaching Style	Required Textbook Cost
Powerpoint	

Comments Regarding Professor

Wolters is such a fun professor and teaches you what will be beneficial in the professional world. He takes the time to get to know his students and wants nothing more than to help them succeed. He is a very fair grader and just wants to see you apply what he teaches.

Comments Regarding Course Content

The whole class is project-based; you create groups and since it is the capstone marketing course, you work as consultants for a company and develop a marketing plan for them. The project is broken up into two parts, and he provides very helpful feedback on both.

Business Administration Major Course Evaluations

BADM 420, Advanced Marketing Management

Semester Reviewed: Spring 2017

Professor	TA	Expected Grade
Mark Wolters		A+

Qualitative Ratings: (1 = Low, 5 = High)

Difficulty	Time Commitment	Enjoyment
2	2	5

Assignments:

Number of Projects	Number of Papers	Number of Cases
2	0	0

Exams:

Number of Exams*	Exam Format
0	No exams

*Including Final Exam

Class Format and Books:

Teaching Style	Required Textbook Cost
Powerpoint; Lecture Notes	40

Comments Regarding Professor

Comments Regarding Course Content