

LIST OF COURSES TAUGHT AT UNIVERSITY OF WISCONSIN

Listing	Course Title	Term	Enrolled	Mean Student Rating			
				Effective Teacher ¹	Learned a Lot ²	Clear Comm. ³	Open-Minded ⁴
J246	Principles of Advertising	Fall 98/99	191	4.45	4.45	4.42	4.35
J459	Advertising Media Planning	Fall 98/99	45	4.57	4.60	4.55	4.60
J246	Principles of Advertising	Spring 98/99	223	4.57	4.29	4.62	4.45
J459	Advertising Media Planning	Spring 98/99	44	4.39	4.33	4.31	4.20
J575	Special Topics: NSAC	Spring 98/99	21	4.93	4.93	5.00	4.87
J246	Principles of Advertising	Fall 99/00	252	4.62	4.53	4.61	4.46
J459	Advertising Media Planning	Fall 99/00	55	4.50	4.44	4.56	4.35
J459	Advertising Media Planning	Spring 99/00	50	4.68	4.53	4.59	4.37
J829	Political Communication	Spring 99/00	8	4.67	4.33	4.67	4.85
J459	Advertising Media Planning	Summer 00	13	4.42	4.08	4.58	4.50
J459	Advertising Media Planning	Fall 00/01	37	4.60	4.67	4.55	4.80
J849	Mass Comm. & Individual	Fall 00/01	10	4.40	4.60	4.70	4.40
J345	Principles of Strategic Comm. ⁵	Spring 00/01	55	4.25	4.00	4.34	3.84
J459	Advertising Media Planning	Spring 00/01	34	4.77	4.73	4.65	4.58
J345	Principles of Strategic Comm. ⁵	Fall 01/02	38	4.45	4.46	4.54	4.60
J345	Principles of Strategic Comm. ⁵	Fall 01/02	45	4.45	4.46	4.54	4.60
J614	Comm. and Public Opinion ⁵	Fall 01/02	104	4.53	3.61	4.53	4.51
J447	Strategic Media Planning	Spring 01/02	42	4.62	4.50	4.62	4.47
J829	Political Communication	Spring 01/02	20	4.71	4.65	4.76	4.59
J345	Principles of Strategic Comm. ⁵	Fall 02/03	69	3.78	3.29	4.11	3.92
J658	Comm. Research Methods ⁵	Fall 02/03	35	4.16	3.69	4.22	4.38
J849	Mass Comm. & Individual	Fall 02/03	14	4.78	4.89	4.67	4.56
J345	Principles of Strategic Comm. ⁵	Spring 02/03	54	4.41	4.15	4.49	4.34
J614	Comm. and Public Opinion ⁵	Spring 02/03	69	3.91	3.18	4.32	4.38
J880	Internet and Democracy	Spring 02/03	12	4.50	4.30	4.40	4.67
J345	Principles of Strategic Comm. ⁵	Fall 03/04	40	3.97	4.03	4.42	4.19
J658	Comm. Research Methods ⁵	Fall 03/04	27	4.64	4.52	4.72	4.80
J829	Political Communication	Fall 03/04	16	4.93	4.67	5.00	4.71
J345	Principles of Strategic Comm. ⁵	Spring 03/04	48	4.61	4.38	4.77	4.58
J447	Strategic Media Planning	Spring 03/04	24	4.59	4.26	4.48	4.61
J614	Comm. and Public Opinion ⁵	Spring 03/04	46	4.27	3.32	4.50	4.57
J345	Principles of Strategic Comm. ⁵	Fall 04/05	39	4.82	4.65	4.94	4.83
J658	Comm. Research Methods ⁵	Fall 04/05	38	4.29	4.29	4.33	4.47
J849	Mass Comm. & Individual	Fall 04/05	12	4.17	4.17	4.17	4.33
J447	Strategic Media Planning	Spring 04/05	26	4.88	4.88	4.94	4.80
J614	Comm. and Public Opinion ⁵	Spring 04/05	57	4.32	3.67	4.42	4.39
J880	Practicum in Comm. Research ⁵	Spring 04/05	12	5.00	4.92	5.00	4.83
SABBATICAL							
J447	Strategic Media Planning	Spring 05/06	26	4.90	4.70	4.95	4.90
J829	Political Communication	Spring 05/06	11	5.00	4.64	4.73	4.90
J447	Strategic Media Planning	Fall 06/07	23	4.84	4.72	4.84	4.95
J880	Internet & Democracy	Fall 06/07	17	4.93	4.86	4.86	5.00
J614	Comm. and Public Opinion	Spring 06/07	73	4.47	4.15	4.48	4.41

J849	Mass Comm. & Individual	Spring 06/07	13	4.77	4.77	4.75	4.62
J345	Principles of Strategic Comm.	Fall 07/08	44	4.56	4.58	4.68	4.63
J829	Political Communication	Fall 07/08	13	4.92	4.77	4.77	4.77
J614	Comm. and Public Opinion	Spring 07/08	65	4.86	4.55	4.93	4.90
J447	Strategic Media Planning	Summer 08	11	5.00	5.00	5.00	5.00
J345	Principles of Strategic Comm.	Fall 08/09	45	4.82	4.88	4.91	4.88
J849	Mass Comm. & Individual	Fall 08/09	6	5.00	5.00	5.00	5.00
J658	Comm. Research Methods	Spring 08/09	27	4.71	4.36	4.73	4.77
J345	Principles of Strategic Comm.	Fall 09/10	33	4.92	4.85	4.85	4.83
J829	Political Communication	Fall 09/10	14	4.81	4.71	4.90	4.81
J345	Principles of Strategic Comm.	Spring 09/10	38	4.76	4.73	4.67	4.59
J614	Comm. and Public Opinion	Spring 09/10	78	4.33	3.74	4.47	4.48
J345	Principles of Strategic Comm.	Fall 10/11	31	4.93	4.86	4.93	4.88
J658	Comm. Research Methods	Fall 10/11	29	4.52	4.18	4.62	4.59
J614	Comm. and Public Opinion	Spring 10/11	65	4.69	4.41	4.74	4.77
J829	Political Communication	Spring 10/11	9	4.86	4.86	5.00	4.71
OVERALL MEAN RATINGS			2462	4.61	4.43	4.65	4.61

LIST OF PRO-SEMINARS ORGANIZED AT UNIVERSITY OF WISCONSIN

Listing	Course Title	Term	Enrolled	Mean Student Rating			
				Effective Teacher ¹	Learned a Lot ²	Clear Comm. ³	Open-Minded ⁴
J901	Colloquium in Mass Comm.	Fall 07/08	25	4.56	4.38	4.59	4.65
J901	Colloquium in Mass Comm.	Fall 08/09	22	4.88	4.19	4.80	4.80

1. Item wording: "Apart from the inherent advantages and disadvantages of this course — class size, course objectives, etc. — the instructor was an effective teacher," with scale of one ("strongly disagree") to five ("strongly agree").
2. Item wording: "I feel I learned a lot from this course," scale of one ("strongly disagree") to five ("strongly agree").
3. Item wording: "The instructor communicates clearly and effectively," with scale of one ("strongly disagree") to five ("strongly agree").
4. Item wording: "The instructor showed open-mindedness and a tolerance for differences of opinion," with scale of one ("strongly disagree") to five ("strongly agree").
5. Course team-taught with others professors in the School of Journalism and Mass Communication.