

**Evidence of Teaching Excellence**  
**Student Evaluations: Quantitative and Qualitative Summary**

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**Student evaluations from Boston University**

**Table of Student Ratings<sup>1</sup>**

Semester	Course	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Average	N
Fall 2022	COM CM521	5	4.5	4.5	5	4.5	5	5	4.5	5	5	4.5	4.8	23
Fall 2022	QST MK567	4.8	4.8	5	4.8	4.8	4.8	5	5	5	5	5	4.9	7
Summer 2022	LM Internship	4.5	4	4.5	5	5	5	5	5	5	5	5	4.8	8
Spring 2022	COM CM521	4.5	4.3	4.3	5	4.8	4.5	4	4.5	4.8	5	4.8	4.5	32
Spring 2022	QST MK467	4.4	4.5	4.4	4.8	5	4.8	4.4	4.4	4.9	5	4.8	4.6	15

**Questions:**

- Q1: Did you feel you learnt a lot from this course?
- Q2: Were you intellectually stimulated by the class?
- Q3: Would you recommend this course?
- Q4: Were the class sessions well prepared?
- Q5: Was the material presented clearly and logically?
- Q6: Were the texts, readings, class notes and field trips important to your understanding of the subject?
- Q7: Were the criteria for grading clearly explained?
- Q8: Was the course a worthwhile experience?
- Q9: Was the instructor fair in his/her dealing with students?
- Q10: Was the instructor tolerant of all members of the class?
- Q11: Would you like to take another course with this instructor?

**Qualitative summary at Boston University:**

- Professor Duffek was one of the best professors I have had and was incredibly enjoyable, supportive, and accessible outside of class. She made the classroom experience interactive, and everyone felt engaged and able to participate.
- Wonderful job! Barbara was always intentional and informative about the material she taught, was open to questions, and I would recommend her to any future students.
- Mrs. Duffek was an absolute dream for a teacher and I really enjoyed her classes.

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<sup>1</sup> Scale: 1 – Strongly Disagree, 5 – Strongly Agree

Barbara Duffek  
PhD candidate in Marketing

- As a non-traditional business student, I appreciated how you made the material accessible and engaging, especially with the guest speakers. Your dedication and academic support gave us a strong finish to the amazing London semester. And I wish you the best luck in the future.

## Student evaluations from ESCP

Table of Student Ratings for Data-Driven Marketing module<sup>2</sup>

Semester	Course	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Average	N
Fall 2022	Group A	3.26	3.22	<b>3.42</b>	3.17	3.16	2.91	3.18	3.26	3.20/4.00	40/40
Fall 2022	Group B	3.23	3.17	<b>3.27</b>	3.06	3.11	3.00	3.11	3.11	3.13/4.00	39/41
Fall 2022	Group C	3.21	3.18	<b>3.24</b>	3.09	3.13	2.96	3.13	3.12	3.14/4.00	41/42
Programme Average (for comparison purposes)		3.18	3.16	<b>3.19</b>	3.15	3.14	3.07	3.13	3.15	3.14/4.00	-

### Questions:

Q1: I feel that my understanding of the topic increased significantly during this course

Q2: I feel that the learning resources and materials supported my learnings

**Q3: I think the professor has good pedagogical skills**

Q4: I found the course work to be intellectually stimulating

Q5: I found the learning objectives of this course to be clear

Q6: I found the integration of sustainability topics into the course to be appropriate

Q7: This course met my expectations

Q8: Overall, I am satisfied with this course

### Qualitative summary at ESCP:

- Professor took a lot of time to walk us through exercises in a detailed manner and still set proper focus as necessary
- I think that the teacher was very prepared, and she explained topics in a very entertaining way.
- The professor was good and patient with students when asked for further explanation.
- Very good Professor.
- I liked the way the Professor made the lectures very enjoyable.
- Everything was great. Excellent professor
- The topic was very interesting, the course content was clear and the professor was very nice
- I enjoyed how the professor took the time to make sure we were following.
- good pedagogy of the professor
- The teacher was approachable and kind
- The teacher was very good, she was very kind and always explained a second time if asked. Good interaction between teacher and students.
- I enjoyed the topics studied, which felt actual and real (and not too theoretical or general). The professor was engaging and really good at including practical exercises.
- Very good professor, one of the best I have had
- The professor was really good

<sup>2</sup> Scale: 1 – Strongly Disagree, 4 – Strongly Agree

## Student evaluations from Imperial College London

### Questions<sup>3</sup>:

- Q1: The teaching assistant was knowledgeable about the module topics.
- Q2: The teaching assistant presented the module topics in an engaging manner
- Q3: The teaching assistant was responsive to student questions.
- Q4: The teaching assistant helped me to understand the module content clearly.
- Q5: Overall, the teaching assistant was effective.

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<sup>3</sup> Scale: 1 – Strongly Disagree, 5 – Strongly Agree

## Marketing Management – Executive MBA

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Spring 2022	4.77	4.86	4.91	4.77	4.86	4.84	22/31
Spring 2021	4.73	4.8	4.67	4.6	4.67	4.69	15/25
Spring 2020	4.4	4.4	4.53	4.43	4.4	4.43	15/24

### Qualitative summary – Marketing Management – Executive MBA

- Extremely supportive and helpful during the campus session as well as offline - Great sessions online with good teaching skills  
Eager to provide and share extra content and use cases
- Barbara really enhanced my learning experience on this module and supported me in getting the very most out of it. She was helpful in the lectures and responsive to questions over email and on the hub. When I asked if I could set up a call with her to run through a couple of the discussion topics in preparation for the coursework she was more than happy to help and without doubt contributed to my understanding of the topics. Furthermore, she was genuinely enthusiastic about it and made me feel very supported. Thank you Barbara!
- Barbara was excellent in class in helping us to understand the topics and theory, while also helping guide us in our class work and assignment. Barbara was responsive to queries, and knowledgeable about the subject matter.
- Barbara was on hand to answer every question and I enjoyed her teaching style. Thank you Barbara it was a pleasure having you as the tutor assistant. Thank you for every support given
- Her effort is appreciated especially when we faced technical problems during live classes. Her knowledge about the subject is great which helped us through the course.
- One level above the expected support. Encouraging and good motivation.
- Very pleasant and helpful
- The tutorial that Barbara delivered was very clear and a fun session to be in. Additionally, in the on-site class Barbara facilitated very well to help drive thinking during the group activities.
- Barbara is very approachable and knowledgeable. She has always got us the answers even if they were related to exams or other generic topics which don't fall under her expertise.
- Barbara was approachable and helpful  
Barbara was clear and enthusiastic in her delivery
- Barbara was clear, engaging and interactive in her approach. The support she gave helped everyone get up to speed and refresh their memories before class. Her lessons were enjoyable and interesting.
- Barbara's sessions were the most effective ones among all tutors in block 1. She is knowledgeable, effective and the content was very well organised.
- I didn't have enough interaction to form a strong opinion but I believe the cohort found her helpful and approachable. Open to questions, positive and knowledgeable  
She is very knowledgeable and helpful.  
Very clear and responsive on email. I also liked hearing about the research she was doing!
- Very helpful & engaged
- Barbara brought in a fresh perspective into each tutorial. You could see she had prepped well with finding current examples which were effective in explaining the theory. Thank you Barbara

- Barbara is an excellent Teaching Assistant and she really contributed to my understanding of the topic, I particularly appreciated that she took time to review and respond to everyone's comments in the prep sessions on the hub
- Barbara is impeccable, I like the real-life examples she gave to better buttress the concepts of the module. She is enthusiastic and very helpful and responds to queries about the module in the most simplified approach. She understands the module and conveys the concepts and processes in alignment with modern marketing expectations.
- Both teaching assistant are good. They make a good team with Gokhan. I like the way they would be patient to take all our ideas and query.  
Thanks Barbara!
- Good job Barbara  
Proactively sharing useful links and information on the hub very helpful

## Marketing Management – Global MBA

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Fall 2021	4.74	4.67	4.83	4.71	4.58	4.71	N/A
Fall 2020	4.63	4.25	4.5	4.38	4.25	4.40	N/A
Fall 2019	4.22	4.05	4.38	4.11	4.16	4.18	N/A

### Qualitative summary – Marketing Management – Global MBA

- Barbara by far been my favourite TA. She has a great personality and is always willing to help. She continues to explain things until the information is clear. Her tutorials are engaging and interesting. Thanks for doing a great job, Barbara!
- Barbara is amazing, she always responded to our questions whether it was via email/forum. I found her direct, detailed feedback very helpful. I also enjoyed the way she organized her tutorial.
- Barbara was an excellent TA. She responded within 24hr in the online discussion forum. She provided additional insights on various topics. She ran the live tutorials very well and was able to engage with the students efficiently. I really enjoyed Barbara's sessions.
- Fantastic support and tutor  
Great work and demonstration of Marketing knowledge.
- I think Barbara's support has been excellent - the tutorials have been very easy to follow and interesting at the same time. All questions answered well and I found the sessions very interactive.
- Ms. Barbara Duffek was an outstanding module tutor, she answered every questions. Thank you Barbara for all the support
- Barbara's understanding of marketing concepts and the different marketing frameworks is amazing. She evidently does extensive research about the various topics she covers in her tutorials as she is usually familiar with every example people raise during the classes. She has great command of her class and is very skilled in the art of responding to questions on the chat while seamlessly progressing with the topics to be covered.
- her manner of sharing information, responsiveness in class and complete control of every tutorial was exemplary. i found her sessions engaging and exciting and i learnt a lot from the practicality of her suggestions.
- Barbara was great during the live sessions and very helpful and responsive to questions during the term.
- Barbara, was an excellent TA. Glad to have her on the course. Made life very easy for us. Reminders about sessions, answering questions in a detailed and responsive way. Timely delivery at tutorials. Good supplementary reading references as appropriate. No drawbacks on her. Well done.
- I appreciate the effort Barbara put into this module. I like how she took the TA role seriously. It is also clear that she know her stuff and answered well and promptly when asked questions via email or in the live sessions. I was interested in finding out more beyond what was taught in the module, and she helpfully explained, and pointed me in the right direction for further reading. They came to the live sessions well prepared. Good job!
- I think Barbara was able to engage the audience very effectively and added a lot of value during the live sessions
- Overall she is good.  
She came prepared to tutorials
- Very responsive and surely highly engage module contribution.

**Brand Management – Global MBA**

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Fall 2021	4.40	4.40	4.60	4.60	4.60	4.52	N/A
Fall 2020	4.50	4.25	4.50	4.50	4.38	4.43	N/A

**Qualitative summary – Brand Management – Global MBA**

- Barbara was extremely helpful during the duration of the course. I also appreciated her asking us to send our bullet points for the essay to be sure we were on the right path. That is what every module leader or TA should do so that both student and module leader are on the same page
- The TA was effective and supportive in delivering module materials and objective.
- Barbara is one of the most supportive TA in all courses
- Barbara was very instrumental to enhancing my knowledge of the module. She provided a lot of clarity with relatable experiences. She was also very attentive to students requests and questions.



## MSc Strategic Marketing programme modules

### Applied Strategic Marketing

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Spring 2022	4.67	4.67	4.78	4.78	4.78	4.73	9/79
Spring 2021	4.71	4.64	4.79	4.71	4.71	4.71	14/68

### Qualitative summary -Applied Strategic Marketing Module

- Barbara is amazing. Hands down the best TA ever.
- Barbara was very hands-on in every way - attending to activities, leading live sessions and providing assistance in any way required.
- Excellent as usual. Very knowledgeable and keen to provide feedback asap.
- Helpful and very responsive.
- The TA was very helpful and responsive to group questions.
- The teaching assistant was very engaging and made efforts to review and respond to our activity submissions.
- This is the second time we interact with Barbara, and she was very helpful. She provided timely feedback to the exercises on the hub, which helped direct us to enhance our understanding of the material.
- Barbara is an excellent TA and to me, the shining example of what a TA should be. She responds to messages quickly, is always willing to help, posts to the newsfeed every week with an intro on that week's module and to remind of deadlines for the week, and diligently provides feedback to answers we submit for activities on the Hub. I also really appreciate how she is engaged and involved in lectures too, not just tutorials. Hands down best TA this term and in the program so far.
- Barbara is the best TA on the program so far, a consummate professional and well-liked by students. Knowledgeable, fair, willing to give up her own time, friendly and prompt. She could easily be a prof one day.
- Our TA Barbara Duffek is amazing. She's incredibly knowledgeable, helpful, and patient, and leads great discussions.

**Consumer Behavior**

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Fall 2022	4.69	4.62	4.62	4.62	4.62	4.63	13/52

**Qualitative summary - Consumer Behavior**

- Barbara was brilliant, thank you Barbara! Made some confusing concepts super clear.
- Fantastic module fantastic TA. Super organized. Super engaging. Super competent. Super responsive. Thank you. Can't wait to see you again in the new year! All the best for you and your loved ones! ;)
- I would look forward to Barbara's feedback every week, Her feedback was very constructive and I was learning a lot from her. She always replied to any questions we had and was very knowledgeable about the topic
- There is no doubts, none at all, that Barbara is off to an incredible academic career. Her support and engagement with each one of us through the duration of this module was admirable and shows her passion and dedication. Her feedback really helped me understand the materials and kept me motivated over the past three months. Perhaps because I was running behind around week 7, I didn't receive much feedback then. However, she was still very much available via email and during our live sessions - including an extra session to discuss the assignment. Definitely someone I have grown to admire and look up to.
- Very helpful and assisted to clarify questions, topics and concerns had.

**Strategic Brand Management**

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Fall 2022	4.70	4.40	4.70	4.50	4.30	4.52	10/58

**Qualitative summary – Strategic Brand Management**

- As always, Barbara was extremely responsive to emails and quick to provide answers and feedback. She also takes the time to provide feedback to our activities on the Hub which is greatly appreciated. She should be the standard for TAs in all classes.
- I especially enjoyed the live classes that Barbara ran.
- Her live sessions are engaging and I like her use of relevant, current examples in the real world. She also engages well with the cohort and encourages participation in a non-intimidating way.
- Barbara is always very helpful  
Barbara is excellent at what she does and is extremely helpful - you should clone her! :-)
- Barbara is also the only TA I have met so far who's format of interesting class discussions is both engaging, and enhances everyone's knowledge of the subject as students are exposed to other perspectives.
- Feedback was insightful.
- I enjoy having Barbara as the TA on modules. She's very knowledgeable, organised, responsive, and passionate about what she does which makes sessions with her very engaging and interesting.

**Services & Customer Relationship Management**

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Fall 2022	4.60	4.20	4.50	4.30	4.20	4.36	10/58
Fall 2021	4.71	4.71	4.79	4.79	4.79	4.76	14/51

**Qualitative summary – Services & Customer Relationship Management**

- Amazing job presenting the topics in lecture.
- As always, Barbara was extremely responsive to emails and quick to provide answers and feedback. She also takes the time to provide feedback to our activities on the Hub which is greatly appreciated. She should be the standard for TAs in all classes.
- Barbara is always doing a fantastic job.
- Excellent, knowledgeable, responsive and helpful as always. :-)
- Barbara is a great TA. She knows the material and the program well
- Barbara is very responsive and very helpful. She always provides feedback as well on The Hub. She is super prepared for the tutorials. Her sessions are very engaging.
- Barbara was great as always. Usually she gives feedback every week, but this time she didn't do so as regularly. She was generally great as always, nothing really to comment.
- The TA was on top of her game throughout. Was pleasantly surprised and great to see her take one of the sessions; totally enjoyed it. She was very approachable and supportive throughout.

**Strategic Market Management**

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Fall 2022	4.64	4.55	4.64	4.36	4.55	4.55	11/52
Fall 2021	4.77	4.64	4.77	4.64	4.77	4.72	23/60
Fall 2020	4.64	4.45	4.71	4.50	4.50	4.56	23/51

**Qualitative summary – Strategic Market Management**

- Barbara helped us a lot during live classes, from solving questions to giving inspiration about the video assignment.
- Barbara is incredibly insightful and responsive to our needs; she understands our perspective and tactically organizes sessions around how to best maximize our time to understand the content; I've always loved her sessions!
- Barbara is one of the most helpful teaching assistants in the programme, we are very lucky to have Barbara for this module. She has led the live sessions and group project tutorials very well, by guiding us to explore the module contents and encouraging us to ask further questions. We received tremendous support throughout the modules, without her guidance, we wouldn't be able to finish the video project. She has made the module fun to learn and one of the advantages of having her in the programme is that she was the former student of our programme, and she is willing to provide us with some top tips on time management and essential readings.
- Barbara was a consummate professional. Very knowledgeable, and very prompt in her replies and was willing to give up her time to have video meetings with me and my group to solve an issue we had with the understanding of the content.
- Barbara was amazing!!
- Barbara was an excellent TA. She was always available when we needed help and I appreciate that she often asked us for our feedback too. She is extremely knowledgeable and I felt that she was really able to add value to the course in a way that I haven't experienced with TAs much before.
- Barbara was an excellent TA. She was very helpful during the sessions, and looked to have interactive sessions with the students. Although in some sessions we covered the materials pretty fast, she was helpful answering questions.  
She was the best TA of the term.
- I appreciate Barbara's enthusiasm and engaging tutorials which helped build on module learnings.
- I have only good things to say about Barbara. She's responsive, engages with us, and gives good feedback on the activities in a timely manner.
- She was very good at not only responding to our questions but also making us think about the material. Thank you for all efforts you have put in this course :) Glad to have you here :)  
Very good.
- As mentioned in the review for CB, Barbara is a fantastic Teaching Assistant and we were very lucky to have her with us this term. She was very responsive, engaged and available. The feedback was constructive and kept everyone engaged and it's something others seem to have experienced too - we discussed on the WhatsApp group how great her feedback was during the course. It makes such a difference when someone is so passionate about what they do that it makes you passionate about what you are doing too.
- Barbara was great and very supportive throughout the module
- Barbara was great! Super patient, answered all our questions, loved her live classes. Thank you Barbara!

- Thanks Barbara. You're great. Looking forward to seeing you again next term! Happy holidays!
- Barbara made an effort to share timely examples and was proactive :)
- Barbara was very helpful and always responded in a timely manner.
- Barbara was yet again very clear and concise in her explanations. She was also very timely in responses and feedback.
- Great teaching assistant. They provided critical guidance for our group work and personal feedback for our simulation. Very knowledgeable and approachable teaching assistant.
- I like the live class tutoring. It helps me to understand the concept more.
- She was fantastic at presenting the lectures. Supportive. Thanks Barbara!

**Effective Crisis Management**

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Summer 2022	4.67	4.67	4.78	4.78	4.78	4.73	79
Summer 2021	5.00	5.00	5.00	5.00	5.00	5.00	5/24

**Qualitative summary – Effective Crisis Management**

- Barbara is a fantastic Teaching Assistant - I've been lucky enough to have her as a TA on three subjects now.
- Thank you very much Barbara and Rob. I really enjoyed this module, learnt a lot!
- helpful as always

**Digital Marketing**

Semester	Q1	Q2	Q3	Q4	Q5	Average	N
Fall 2020	4.29	4.21	4.38	4.04	4.17	4.22	26/60

**Qualitative summary – Digital Marketing**

- Barbara was very clear in her explanations and very easy to understand. She was also very responsive to queries/questions by my cohort.
- For this course, we heard more from the TA than the actual instructor. Barbara was hands on and shared weekly chapter overviews and examples which were helpful.
- She did a great job over all and provided guidance when the students needed it. Teaching Assistant was very knowledgeable and quick to respond to any queries. Very helpful and responded to all questions.