

Post-participation - Professors

Introduction

Thank you for participating in the 2008 Google Online Marketing Challenge. To help improve the 2009 Challenge, please take a few moments to share your feedback and ideas. For more details on Google's privacy policy you can visit www.google.com/privacypolicy.html. One or two questions may not apply to you. If so, please tick "Does not apply" when available or move to the next question if option is not available.

RESP_ID – respondent identification

SME Participation

Please indicate your level of agreement with the following statements regarding small to medium-sized enterprise (SME) participation

PART_1 - It was easy for students and me to identify small to medium-sized enterprises that could benefit from participation in the Google Challenge

PART_2 - It was easy for students and me to persuade small to medium-sized enterprises to participate in the Challenge

[Strongly Agree, Agree, Mildly agree, Neutral, Mildly disagree, Disagree, Strongly disagree, Does not apply]

Institutional outreach

Please indicate your level of agreement with the following statements regarding institutional outreach

IN_OUT_1 – Outreach to local organizations as a community service is a mission of my school or department

IN_OUT_2 – Outreach to local organizations to help students get jobs is a mission of my school or department

IN_OUT_3 – My school or department's administration perceived the Challenge as a means of community service to local businesses or other organizations.

IN_OUT_4 – My school or department's administration perceived the Challenge as a means to help students get jobs

IN_OUT_5 – My school or department promoted my participation in the Challenge, such as via press releases or internal emails

IN_OUT_6 – My school or department got media attention thanks to our participation in the Challenge

IN_OUT_7 – Compared with other activities my school or department has undertaken to support local businesses/organizations, the Challenge was a good initiative

IN_OUT_8 – Compared with other activities my school or department has undertaken to help students get jobs, the Challenge was a good initiative

[Strongly Agree, Agree, Mildly agree, Neutral, Mildly disagree, Disagree, Strongly disagree, Does not apply]

Student Involvement

Please indicate your level of agreement with the following statements regarding student involvement

STU_IN_1 - Students were enthusiastic when informed they would participate in the Challenge
STU_IN_2 - Students were actively engaged in developing goals for their AdWords campaign
STU_IN_3 - The “real time” ability to monitor their AdWords campaign contributed positively to student involvement
STU_IN_4 - The ability to spend “real money” contributed positively to student involvement
STU_IN_5 - The opportunity to compete against student teams worldwide contributed positively to student involvement
STU_IN_6 - Compared to other teaching tools (simulations, case studies, class projects for local businesses, etc.), students were more deeply engaged with the Challenge
[Strongly Agree, Agree, Mildly agree, Neutral, Mildly disagree, Disagree, Strongly disagree, Does not apply]

Class Logistics

CHA_MAND - Was the Challenge an optional or mandatory exercise?
[Optional not graded, Optional and graded, Mandatory, Does not apply]
PER_GRAD - Roughly what percent of the student’s grade was related to the Challenge?
[Open]
STU_EFF - The student effort for the Challenge was
[Too little, Little, Maybe little, Just Right, Maybe long, Long, Too Long, Does not apply,
CLASS_TY - Ranging from a traditional classroom with face-to-face meetings to a solely online class, this class was
[Traditional, Mostly traditional, Even mix, Mostly online, Solely online, Does not apply]
TE_NUM_1 – How many teams did you have in the Challenge? Undergraduate
TE_NUM_2 – How many teams did you have in the Challenge?
Graduate
ST_NUM_1 - How many students did you have in the Challenge?
Undergraduate
ST_NUM_2 - How many students did you have in the Challenge?
Graduate
[open]

Campaign Management

Please indicate your level of agreement with the following statements regarding managing/running the Challenge
C_MGT_1 - The “Marketing and Advertising Using Google” textbook was a useful instructional tool
C_MGT_2 - The “Academic Guide” was a useful instructional tool
C_MGT_3 - For my class, I followed the grading criteria in the “Academic Guide”
C_MGT_4 - The “Student Guide” was a useful instructional tool
C_MGT_5 - The “Guide to Running Your AdWords Account” was a useful instructional tool
C_MGT_6 - The ‘Pre-Campaign Strategy’ report was useful for student learning
C_MGT_7 - The ‘Post-Campaign Summary’ report was useful for student learning
C_MGT_8 - It was easy to set up teams for the Challenge
C_MGT_9 - It was easy to manage the teams for the Challenge
C_MGT_10 - I normally run team projects in my classes

C_MGT_11- I normally have classroom assignments that revolve around 'real world' businesses/organizations

C_MGT_12- I normally have guest lecturers from businesses/organizations in my classes

C_MGT_13 - It took too much effort to run the challenge in my class

C_MGT_14 - I received the appropriate amount of support (through Google, websites, textbooks) to run the challenge in my class

[Strongly Agree, Agree, Mildly agree, Neutral, Mildly disagree, Disagree, Strongly disagree, Does not apply]

Challenge Effort

Please indicate your level of agreement with the following statements regarding the management/running of the Challenge

PAGELE_1 - The page length restriction for the 'Pre-Campaign Strategy' report was

PAGELE_2 - The page length restriction for the 'Post-Campaign Summary' report was

[Much too short, Somewhat too short, Just right, Somewhat too long, Much too Long, Does not apply]

HOURS_1 - How many hours did you spend on the Challenge? In-class time

HOURS_2 - How many hours did you spend on the Challenge? Outside of class

[open]

Marketing Orientation

COMPETIT - To what extent do you think this competition was about online marketing versus about Google AdWords?

[Exclusively online marketing, Mostly online marketing, Both, Mostly Google AdWords, Exclusively Google AdWords, Does not apply]

Team Selection

TEAM_SEL - With regard to teams with a diverse set of backgrounds and skill sets, such as teams with all men or all women or a mix of work experience, the teams

[self-selected based on no criteria for diverse backgrounds and skill sets, self-selected based on one criterion for diverse backgrounds and skill sets, self-selected on two criteria for diverse backgrounds and skill sets, self-selected on three or more criteria for diverse backgrounds and skill sets, were assigned based on no criteria for diverse backgrounds and skill sets, were assigned based on one criterion for diverse backgrounds and skill sets, were assigned based on two criteria for diverse backgrounds and skill sets, were assigned based on three or more criteria for diverse backgrounds and skill sets, Does not apply]

Student Learning

Please indicate your level of agreement with the following statements regarding student learning

LEARN_1 - Most of my students were familiar with keyword (search) advertising before participating in the Challenge

LEARN_2 - Participating in the Challenge improved my students' ability to select appropriate keywords

LEARN_3 - Participating in the Challenge improved my students' ability to write compelling advertising copy

LEARN_4 - Participating in the Challenge improved my students' ability to use the feedback metrics provided by Google

LEARN_5 - Participating in the Challenge improved my students' ability to discuss online marketing

LEARN_6 - Participating in the Challenge improved my students' ability to discuss media planning

LEARN_7 - Participating in the Challenge gave my students insights related to the problems of working with "real" business clients

LEARN_8 - Participating in the Challenge gave my students insights related to working in groups

LEARN_9 - Participating in the Challenge improved my students' understanding of online marketing terms such as banner advertisement, click-through-rate, conversion, landing page, optimization techniques, ROI, text advertisements, mass advertising and context-sensitive advertising

LEARN_10 - Participating in the Challenge illustrated to my students the advantages and disadvantages of three online advertising payment models: pay-per-click, cost per thousand (CPM) and affiliate

LEARN_11 - Participating in the Challenge illustrated to my students how technical or cultural factors affect the success of online advertising campaigns

LEARN_12 - Participating in the Challenge illustrated to my students the difficulties of developing a web-based marketing campaign that will stand out among the billions of web pages available

[Strongly Agree, Agree, Mildly agree, Neutral, Mildly disagree, Disagree, Strongly disagree, Does not apply]

AdWords Experience

Please indicate your level of agreement with the following statements regarding your familiarity with AdWords and Online Marketing

AD_FAM_1 - I was familiar with keyword (search) advertising before participating in the Challenge

AD_FAM_2 - I was familiar with AdWords before participating in the Challenge

AD_FAM_3 - Before participating in the Challenge, I used class projects or assignments related to keyword (search) advertising

AD_FAM_4 - As a result of participating in the Challenge, my understanding of keyword (search) advertising has improved.

AD_FAM_5 - As a result of participating in the Challenge, my understanding of online marketing has improved

[Strongly Agree, Agree, Mildly agree, Neutral, Mildly disagree, Disagree, Strongly disagree, Does not apply]

Class Time

PREP_1 - Before participating in the Challenge, how many hours did you devote in this class to keyword (search) advertising?

PREP_2 - Before participating in the Challenge, how many hours did you devote in this class to online marketing?

[open]

Future Intentions

Please indicate your level of agreement with the following statements regarding your future intentions

INTENT_1 - I would recommend using AdWords to businesses

INTENT_2 - I would use AdWords if I had to promote a website

INTENT_3 - I would recommend participating in the Challenge to colleagues

INTENT_4 - I would participate in the Challenge again

INTENT_5 - I would run the AdWords project again even if it were not a competition

INTENT_6 - I would like to obtain certification as a Google AdWords Professional

[Strongly Agree, Agree, Mildly agree, Neutral, Mildly disagree, Disagree, Strongly disagree, Does not apply]

Demographics

COUNT - In what country is your institution (university/college/school) based?

CNTRY - In what country/countries did you deliver the Online Challenge to your students?
[Argentina, Austria, Australia, Brazil, Canada, Switzerland, Chile, China (Peoples Republic), Colombia, Czech Republic, Germany, Spain, Finland, France, China (Hong Kong SAR), Croatia, Hungary, Ireland, India, Italy, Japan, Sri Lanka, Lithuania, Mexico, Malaysia, Netherlands, Peru, Poland, Palestine, Portugal, Romania, Saudi Arabia, Singapore, Thailand, Turkey, Trinidad and Tobago, Taiwan, Ukraine, United Kingdom, USA, South Africa, Other (please specify)]

STU_NUM - About how many total students, full and part time, in your institution (university/college/school)?

YRSTEACH - How many years have you taught?

[open]

ACA_RANK - What is your academic rank?

[Tutor, Associate Lecturer, Lecturer/Instructor, Senior Lecturer/Assistant Professor, Associate Professor, Professor, Does not apply]

UNI_FOC - Does your institution tend to have a teaching or research focus?

[Purely teaching, Mostly teaching, Balanced, Mostly Research, Purely research, Does not apply]

LANGUAGE - In what language did you conduct the class?

[English, Spanish, Portuguese, Hungarian, German, French, Hindi, Turkish, Malay, Polish, Italian, Chinese, Other (please specify)]

CLASSMIX - Regarding undergraduate and graduate students, this class was:

[Only graduate students, Mostly graduate students, About an equal mix of graduates and undergraduates, Mostly undergraduate students, Only undergraduate students, Does not apply]

Suggestions **[please note these qualitative responses are not in the SPSS file]**

In the following section, please elaborate on your experiences and suggest improvements on specific aspects of the Challenge. If you would like to let us know more about your views / experiences / etc on the Challenge please contact us at onlinechallenge@google.com

SMERECRUIT – for example did you or your students have problems or develop strategies for success when first approaching organizations?

FACULTYINVOLVE - What was the involvement of other faculty and the administration at your institution in implementing the Challenge?

STUDENTREACTION – What were some of the student reactions to the Challenge at the onset of the project? For example, does anything stand out as surprising given your experience with course projects?

FACTORS - What factors attracted you to the Challenge?

FRUSTRATING – What factors frustrated you with the Challenge?

EXPERIENCE - Did your search engine advertising, online marketing, etc., experience prior to this project (or lack thereof) affect your ability to lead the project? How did you leverage/overcome these strengths/weaknesses?

RESOURCES – How did the resources provided by Google affect your ability to run the Challenge? What specific suggestions do you have to improve these materials?

SUGGESTIONS - What suggestions would you make to improve the Challenge?

SHARING - During the course of the Challenge, you likely created handouts, presentations, etc to assist students. In an effort to develop a knowledgebase for this experience, if you would be willing to share your resources with the community, please enter your email address below and we will contact you. If not willing to share or didn't create any materials, please leave the answer box blank

PRESENTING - If you are presenting aspects of your Challenge experiences at professional outlets (i.e., conferences, symposiums, journals, etc.), what aspects are you focusing on? If not presenting, please leave the answer box blank.

[open]

Overall [please note these qualitative responses are not in the SPSS file]

LEARNCHALLENGE - How did you learn about the Google Online Marketing Challenge?

[open]

PLEASED - Are you pleased with your experience in the Challenge?

[Yes, No, Does not apply]

QUOTE- Would you provide us with a quote that your university and Google can use to promote the challenge in the future in the space below. If you don't want to provide a quote, please leave the answer box blank.

[open]