



Ludwig-Maximilians-Universität
München

Studiendekan

Prof.Dr. Manfred Schwaiger

(as private and confidential)

Evaluation WiSe 2025: Understanding Consumers

Dear Prof.Dr. Manfred Schwaiger,

Below you will find the results of the evaluation of the course "Understanding Consumers".

The report contains the following components:

- 1) Legend of histogram,
- 2) Questions with bar chart (single choice questions) or histogram (rating scale questions),
- 3) Profiles with mean values to the rating scale questions,
- 4) Answers to open questions (sorted by questions).

This report was generated automatically.

Yours sincerely
Your evaluation team

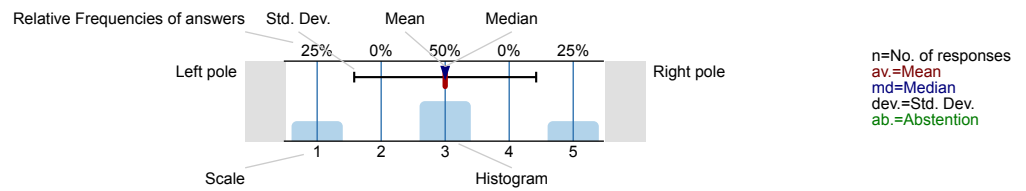
Prof.Dr. Manfred Schwaiger

Understanding Consumers (29102)
No. of responses = 53

Survey Results

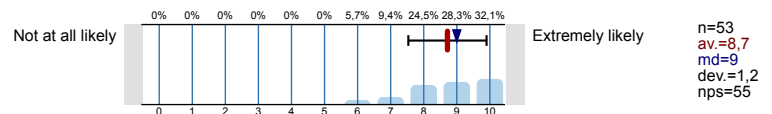
Legend

Question text

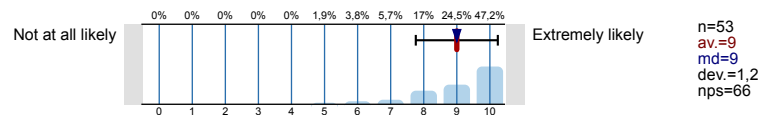


Recommendation

I would recommend this course to others.

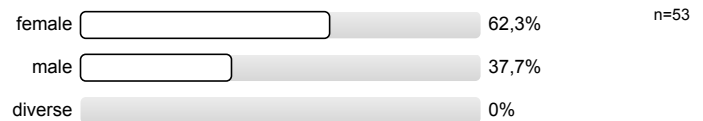


I would recommend this lecturer to others.

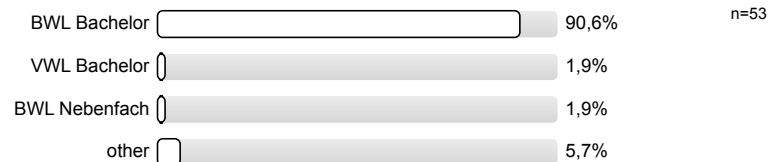


General information

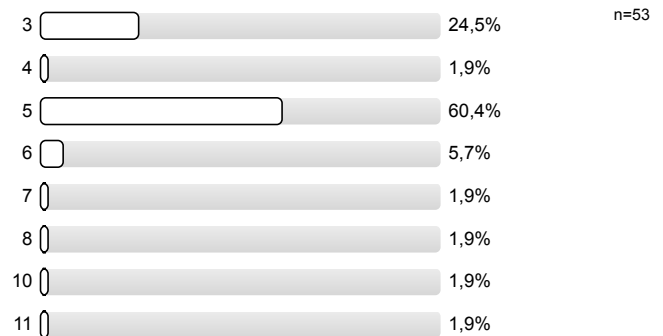
Gender:



Please indicate your degree program:



Please indicate your semester:



Comments Report

Open comments

What did you like about the course?

- a lot of practical examples, also I like the way lecturer presented the topic
- Diverse lecture with Videos, quizzes etc
- Dr Schwaigers Art den Stoff zu vermitteln und mit Praxis Beispielen anzureichern. Man merkt die Begeisterung für das Thema
- Easy to follow as many examples were provided and lecture was in held in an interesting way and good speed
- Everything, it was amazing. The lecturer is top with clear and simple explanations.
- Examples given by the teacher
- Guter Aufbau und spannender zuzuhören durch die praxis beispiele immer
- Having a own time to think these case practically
- I enjoyed how the professor have been explaining all the concepts with various examples.
- Interesting and broad take on marketing. Lots of good exampels on every area in class. Lecturer is interesting and entertaining to listen to.
- Interesting content and good explanations (the examples given were very helpful)
- Interesting insights with a lot of examples
- I really liked how many practical examples our Professor showed us during the classes! I always looked forward to each session!
- It felt very practical with all the examples.
- It is quite easy to follow and the course gives a lot of practical examples.
- It is structured well and there a lot of examples that help with the understanding.
- Lecturer is very passionate and explains very well
Content is interesting and varied
- made very understandable
- Multiple examples for easier understanding
- Practical insights with many examples
- That we have dived deeper on the concepts we've learned before, and learned a lot about consumer behavior
- The course deals with very interesting content that is treated in an understandable, vivid and practical way.
- The course structure was clear, the lecture was informative and entertaining
- The lecturer.
- The lecturer seems quite knowledgable on the subject and I liked that the lecturer gave a lot of real life examples for all sorts of concepts and theories.
- The many examples and how the content was presented
- The many examples that were given during the lecture made it even more interesting and easier to understand the material. Important definitions were explained so everyone could understand them.
- The material, something that I'm intellectually aligned with.
- The slides and content was really good and the lecture explained very well
- The teaching method was my favorite thing. I also liked that there were a lot of examples (videos) included in the lecture.
- Very interesting, good PowerPoint slides, good lecturer
- very interesting content, coherent structure, tutorials complement lecture nicely, easy to follow during the lecture thanks to illustrative examples

Suggestions for improvement:

- - (2 Counts)
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- /
- Change rooms to do less frontal lectures and instead more experiments about topics
- For the tutorial belonging to the lecture I would recommend less case studies especially bc it was kind of hard to get access to them
- I know it is hard but maybe the hour if it could start 1 hour earlier from 3-5 or from 2-4 the attention span would be so much better.
- I think there was too much written text on the slides, so I would suggest using more keywords instead of whole sentences.
- It was very interesting but it was difficult to identify the most important concepts during that lecture.
- Less readings for the tutorials, make sure all the papers are available for free so students don't have to buy them
- Less theory and more practical information.
- Make a discussion time more active
- Mehr Fokus darauf das Inhalte klarer an die Klausur gebündelt werden. Mehr wie man das Wissen anwendet
- More discussion and case studies
- None (3 Counts)
- The AC in the room is always on and because of it it was often very cold on the side seats.