The Effects of Course Characteristics and Instructor Demographics on Students’ Perceptions of Teaching Effectiveness: An Exploratory Study

Students’ evaluation of teaching is the most commonly used instrument to assess teaching effectiveness and it is assumed that these ratings perform a significant function for the improvements of pedagogical practices in higher education. The current exploratory study examines student evaluation of teaching effectiveness of more than 8,500 students who were enrolled in undergraduate and graduate marketing classes over a five-year period. Student ratings are examined in relation to the various course characteristics, course demands and a selected group of instructor demographics. Using hierarchical regression analysis results indicate that student evaluations are strongly impacted by a number of course characteristics, perceived course difficulty and instructor demographics. These results reignite the discussion of myths or realities of student surveys of teaching.