

**Course Evaluation**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Date: \_\_\_\_\_

1. How much experience have you had with:

**Media Buying and Planning**

Traditional Media     None     Less than 1 Year     1-3 Years     4-10 Years     Over 10 Years

Interactive/Online Media     None     Less than 1 Year     1-3 Years     4-5 Years     Over 5 Years

**Sales, Sales Management and/or Marketing**

Traditional Media     None     Less than 1 Year     1-3 Years     4-10 Years     Over 10 Years

Interactive/Online Media     None     Less than 1 Year     1-3 Years     4-5 Years     Over 5 Years

2. Please identify your position and primary job function.

\_\_\_\_\_

3. How is this course relevant to your work?

\_\_\_\_\_

\_\_\_\_\_

4. Which aspects of this course did you find *most* valuable? Why?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. Which aspects of this course did you find *least* valuable? Why?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. What would you like to see changed for future courses or what recommendations do you have to *improve* the course content?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. Do you feel there is a need for a follow-up training session? If so, please elaborate on the topic(s).

\_\_\_\_\_

\_\_\_\_\_

**Course Evaluation**

Please evaluate the following statements using the scale below.

<b>Strongly Disagree</b>					<b>Strongly Agree</b>
1	2	3	4	5	

1. The course provided me with valuable skills and information. \_\_\_\_\_
2. The course was well organized. \_\_\_\_\_
3. The training materials were a useful aid to learning. \_\_\_\_\_
4. The instruction was clear and concise. \_\_\_\_\_
5. The instructor(s) presented the material in an interesting way. \_\_\_\_\_
6. The instructor(s) provided relevant examples. \_\_\_\_\_
7. The instructor(s) were well prepared and knowledgeable. \_\_\_\_\_

To what degree do you feel the program has increased your knowledge and improved your understanding about the training topics?

- Very Improved     
  Slightly Improved     
  No Improvement

**Overall Comments**

We may wish to include your comments about the course content and instruction in promotional announcements and as testimonials on our website. What comments might we include? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Which trade or business publications, newsletters or websites do you read most frequently to keep you up-to-date on the online advertising and marketing industry?

Publications: \_\_\_\_\_

Newsletters: \_\_\_\_\_

Websites: \_\_\_\_\_

Other News Resources: \_\_\_\_\_

Would you recommend this course to your colleagues?  Yes  No

Your colleagues(s) e-mail \_\_\_\_\_

How did you first learn about Academy of Digital Media training programs?

- Search (keywords used) \_\_\_\_\_
- Online Ads (which sites, newsletters) \_\_\_\_\_
- Print Ads or Direct Mail \_\_\_\_\_
- Friend, Colleague or Other Referral \_\_\_\_\_
- Trade Show or Conference \_\_\_\_\_
- Other (Please Specify) \_\_\_\_\_

Your Name: \_\_\_\_\_ Email: \_\_\_\_\_

Do you grant the Academy of Digital Media permission to use any portion of your evaluation comments for the purpose of promoting Academy of Digital Media training programs? (only your title and company will be referenced)  Yes  No

Thank you.  
Leslie Laredo, President