

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.

Strongly Disagree					Strongly Agree
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