

Summer 2015 Comment Report

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Course Sections

A COM 441LEC (MS1): Public Relations / COM 441LEC (MS1-SIM): Public Relations

B COM 441LEC (MS2): Public Relations / COM 441LEC (MS2-SIM): Public Relations

Please comment on the elements of the course you found particularly effective

A

- Because I am interested in entering into PR profession after I graduate, this module allows me to have a general idea of how PR works.
- The in-class projects were applicable to real life scenarios. Crisis watch made it fun too.
- A lot of group work opportunities that allowed me to learn how to work with random others, and the media kit project was a particularly interesting and practical one.
- Amanda had PR Crisis Journals in which we had to find a crisis and evaluate it like a PR person. I find that useful as it helped me think like someone important.
- I feel that the group projects were particularly useful because they helped me to understand and apply the concepts learned in class better.
- We learnt to apply real world skills of PR rather than sit back and read the textbook. We learnt really practical things, rather than the regurgitation of academic material. The professor was more than an information-churning machine - she taught us as a person who has had personal experience in PR, and her diplomatic disposition is a testament to her PR skills she teaches us.
- creative assignments and journal entries instead of final exams
- the projects and media kit we had to do really helped me understand the public relations industry better
- All the work assigned helped me understand how to put what was learnt in class into a real world scenario. For eg: crisis watch and media kit
- The assignments were very hands on. Allowed us to find insight on PR related matters and work on PR projects. And they were very fun to work on as well.
- Group assignments
- Grading was spread out over many different elements so it catered to students who worked better both individually and group based.
- The final assignment: Media Kit as well as the crisis watch journal
- A lot of real-life applications especially when doing the final assignment.
- Assignments were relevant and challenging.
- Guest speakers and doing case studies presentations! Bring us closer to the society and allow us to have an experience of what is it like to work for PR
- the educational and group projects
- Team discussions
- All the weekly assignments + 5 group work + interview paper/ media kit assignment + spring test were effective to help me understand and learn more about public relation. In the beginning, I had thought it would be very tedious, but it was all manageable.
- The group projects and guest speaker
- Dr Lohiser is very prompt when it comes to answering students' enquiries, and she is also very well-organized.
- The professor is extraordinarily compassionate, helpful, hardworking and meticulous. Her slides are beautifully crafted, making them not only aesthetically pleasing, but very well structured and organized. SHE IS AN AMAZING LECTURER, THE BEST IN UB. She never hesitates to help us with clarifications after lessons, she puts in effort to efficiently and justly mark and put up our grades. She transformed the ublearns page to look amazing and function very conveniently. She is humorous and very very proficient in this subject. I am so so so grateful I got her class. YOU GUYS SHOULD PAY HER MORE, honestly. She has done so much more than is required. Wonderful professor and an even more awesome person.
- The journal we had to complete. Thought it was a good idea to see the progression of a case and to apply theories we learn in class
- I had a better understanding on the roles of PR and how a PR crisis can be handled in an effective way. Furthermore, I found the making of the media kit to be really interesting!
- The course materials were very well delivered by Amanda, and she helped me understand the concepts very well.
- Crisis Journal, video clips shown in class to illustrate her examples, quizzes, media kit, and group case study presentations
- The punctuality checks and pop quizzes kept me on my toes and reduced the number of late comers, which was a pleasant

Please comment on the elements of the course you found particularly effective

change of environment (without many students noisily coming into class late).

- The talks by guest speakers
- I love the way Amanda delivers the content to us with a mix on text, videos and mini presentations in between. Furthermore, she uses her personal stories which increases my ability to learn and retain information.
- The quizzes, projects and guest speakers help make the course content more relevant and effective in learning.
- Overall this course challenged me in ways that resonated with my ideals of school and learning. The expedited pace brought on my time constraints of a summer semester coupled with the way this course was conducted really gave me insight to how (I assume) Public Relations operates in real life. The random assignment of permanent groups was a component I surprisingly found myself enjoying as the dynamics of working with peers rather than close friends lead to many areas of self-improvement in terms of handling work-based conflict and negotiating differences. The choice of doing an interview paper or media kit for the final project was another aspect that I enjoyed. It offered a lot of autonomy and emphasised on responsibility (be it working alone or with a partner), and the process towards completion was arduous but expected of a 400 level module. Punctuality checks and pop quizzes were also particularly effective, as the quizzes prompted self study and familiarity with the topics that would have otherwise been neglected in lieu of the compressed length of this module. Further, the guest speakers brought in by Dr. Lohiser really gave an extra dimension, supplementing the information in the textbook with real world perspectives and examples of the application of principles. The interactivity and feedback from said speakers are also immensely valuable, and, as a student soon to enter the working world, the exclusion of this component in the syllabus would have been a great loss. Also, Dr. Lohiser's commitment to her students is extremely admirable, and her willingness to field numerous questions from students has lead to a inclusive and conducive learning environment. I am glad to have taken this module.
- keeping the lesson organized and objectives clear as well as frequent updates was useful in following through the lessons to be fully prepared. having team discussions was a treat, it was enjoyable to watch our classmates be creative! the media kit project was one of the most interesting projects
- The crisis journal and the media kit
- I liked that there were guest speakers to share their real-world experiences.
- Many of the assignments were application based and that really helped me to understand how to apply these theories to real life situations. Having the guest speakers were also really effective in my learning and understanding of the course materials.
- The breaking down of grades into different and smaller parts (e.g. weekly group assignments, random quizzes, individual assignments, etc) so that higher grades are achievable and also aid in learning using different methods.
- Getting to learn a little about PR before heading out into the working world is very beneficial. It gives me some things to use for my interviews and self appeals.

B

- In class assignments, speakers, crisis watch journal and media kit
- Lots of areas of PR were covered. Case studies given for project work were relevant.
- Course was interesting and provided me great insights on the PR industry.
- Her charm and detailed efforts
- Final project gave relevant experience
- The media kit was an excellent project which helped me to understand the practical side of the industry better
- the guest speakers:)
- I loved Amanda's lecturers. Her slides are creative and engaging. The media kit was also a fun project.
- Stuffs learnt is imaginable and applicable to real life
- Many activities help to spread the grades out well
- The lecture slides were informative and well designed.
- I really enjoyed the lectures and class presentations. It was a good way to apply the key concepts of class and be able to understand them more thoroughly.
- I enjoyed doing the media kit very much
- guest presentations were helpful
- The guest speakers, and the videos shown in class, as well as the teaching style of the lecturer

Please comment on the elements of the course you found particularly effective

- What I found particularly effective was the student-led class presentations discussions that stimulate critical thinking and self-directed learning.
- Too many components such quizzes
- The media kit was fun
- i thought the media kit assignment was excellent.
- Amanda was made lessons interesting and easy to understand. Her methods of evaluations was fair and interesting.
- Media kit!
- Lots of projects.
- The small quizzes held throughout the semester helped ensure that we revise our work constantly and consistently. Having a final project in place of a final exam is really great as well; I feel like I learned a lot more from creating a media kit than I would have studying for an exam. Besides, it was really fun.
- media kit
- This is a useful module and it helps a lot in the future when i start working.
- I think the final project, and the guest speakers were very effective. I feel like it brings a good texture to the entire course because we get exposed to other professionals in the industry.
- I especially liked the guest speaker sections; they provided a lot of insight.
- The media kit was fun and the crisis watch journal was useful in forcing us to analyse the event in detail.
- I enjoyed working on the media kit! It was fun and challenging. The quizzes were effective too.
- Overall excellent.
- Amanda was a fantastic lecturer!
- consistent assignments and hands-on application opportunities (media kit, presentation)
- I found the quizzes after every 5 chapters particularly effective.
- Team Discussion Leader, which enabled us to learn the importance of facilitating a class discussion, and case studies introduced through weekly in-class projects.
- Guest speaker dialogue sessions were particularly insightful in granting a glimpse of the reality of PR
- Lecturer was always always enthusiastic, even if she was sick
- The course material is presented in a way that is easily understood and the assignments help enhance the concepts well. The lecturer's way of teaching is also really enjoyable.

Please comment on course improvements you would suggest.

A

- Instead of putting COM441 as a summer mod, I think it would be beneficial if it is spread out over 15 weeks instead of 5 - 6 weeks. As the content is rather heavy, I believe by having it in Spring or Fall, it will allow students to absorb the content even better.
- Too many attendance checks/quizzes as it is unfair for 8.30am students who have to travel from the far east.
- None, this course and the lecturer is amazing.
- Nothing man.
- I feel that the quizzes were mostly towards the end of the semester, it would have been better if it was spread out throughout the semester.
- Nil
- reduce projects? too much work load for summer!
- -
- Do the quizzes for both the morning and afternoon class happen on the same days? If so, the afternoon class usually gets a heads up on punctuality checks and quizzes :(but if this isn't the case THEN ALL IS WELL!
- More interaction with other classmates
- have this course over a longer period of time so that the lecturer can go more in depth for the topics.
- I would suggest that the course could be restructured to be focused on particular more relevant aspects of public relations such as its tactics as well as some basic principles.
- Longer time frame as the summer session is too rushed
- -
- none
- Nil
- Nothing. it was very well planned and executed.
- Can be more flexible
- Lessen the workload a little because it can be quite overwhelming for a 6 weeks course to have this much quizzes, presentations, small group projects and final project, especially when most of us are taking two modules per 6 weeks.
- BRING HER BACK TO SINGAPORE, WE LOVE HER
- The workload is a little heavy.
- none, it was a great experience!
- Please implement peer evaluation, there are just too many free riders/ loafers that i cannot handle on my own.
- A slightly lesser amount of workload, though I'm not too sure how that would be possible because I think the workload overall benefitted me well in my learning.
- I would say that Amanda doesn't have to repeat important things like, more than twice in one sitting, but I realised that there are people who just can't hear announcements since they'd ask her questions anyway.
- Smaller groups for in class projects. 5 people for a 2 page paper results in substantial social loafing.
- I think a peer evaluation might help students to have a platform to release their (if any) unhappiness of the groups. Maybe a check in during the mid of the semester. However, I understand that Summer can a little too tight.
- Cut down on the number of group projects. Provide more variations in learning the content, preferably from videos.
- Although the fast paced nature of this module added to my learning experience, I think this course would also fare well if given the "usual" time frame of a fall/spring module.
- a slightly longer break would be good
- I felt that the workload for group assignments were a little too much. In addition, the group projects felt a little repetitive after awhile.
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B

- Too many categories of assessment to keep track of our performance.

Please comment on course improvements you would suggest.

- Crisis watch journal was redundant. Too many projects.
- Let us choose our own group mates please! :)
- Nothing
- Less weekly projects. It got exhausting after the second week. non stop work while trying to keep up with course lectures
- N.A
- nil
- Can consider putting this module in fall, spring. Not only summer
- better quiz scheduling could help
- Have less group project paper
- I would suggest having four group projects instead of 5. Even though it is a 400 level class, it makes it too challenging and the quality of the work usually decreases by the 5th project.
- Too many group assignments to complete
- Peer evaluation forms for projects
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- Nil.
- This may be a better course to have in fall/spring because the workload is rather high.
- Having a bit more variations in the group projects would be great instead of constantly comparing case studies and writing about similarities and differences.
- The course is great!
- -
- I think the group projects should be higher in weightage given the amount of work that has to be done. The number of projects should also be reduced by one or two.
- -
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- i think it is better to put this module in either fall or spring because students are able to learn more things.
- I don't think I have any comments on this, but I hope that SIM-UB can move this course to the fall or spring semester, so we future students can really sink their teeth in the topic. Or make this module a 12-week programme. Also, it would be good to have other PR modules as an optional follow up.
- I would prefer less, but heavier-weighted assignments and tests.
- Having this course in any other sem would have been better and not made it so rushed. Such that the work load would have been more spread out.
- For the group projects, there could perhaps be changes in group members so that students can work with different people.
- N.a
- Nil
- course grading can be a little rigid but it is alleviated by generous bonus points in class assignments got a little repetitive after a while
- Nil
- Confirm the schedule the latest a week after school commences. As the date of arrival for a guest speaker was unconfirmed till the second week of school, assignment dates were mixed up and the pace of the course got significantly faster. Nonetheless, it helped me to manage my time better and prepare my work ahead of schedule :)
- I understand that the crisis watch journal was implemented with the best student interests at heart but it seems a tad overwhelming to keep up with
- It can be a little too much workload if students are taking this mod with another mod
- None.

Please comment on the instructor's effectiveness in teaching this course.

A

- She's very effective in teaching us
- Lessons were well organized
- Professor Lohiser, is a great instructor! She always allows us to understand the course material clearly by linking the course to current events as well as popular culture. She is also very willing to answer any queries and give constructive feedback on the assignments
- She is always great, Loved being in all her classes. Amanda is one of the best professors at SIM-UB
- amanda was really good and enthusiastic in teaching and she didn't cancel class just because she was sick and continued teaching because she didn't want us to miss out on any classes, especially because this is a summer mod!
- Excellent instructor. She made sure we learnt everything we could in these short 6 weeks. And even brought in guest speakers so as to hear practitioners perspectives.
- She gave clear instructions for all assignments and had clear rubrics for grading. Provided feedback to students whenever needed. Easy to reach her through email, phone, etc.
- Very enthusiastic and organised! Amanda is very efficient too! Even though some of the school days got clash with public holidays, she still managed to finish everything in a good pace
- Always on par with the schedule
- Very organized and effective in teaching the course
- very effective
- Super effective! She's upbeat early in the morning and can drive the lecture. She inspires us to work in groups and actively participate with her never ending encouragement to speak up. She does not put us down but always agrees that every answer is better than not answering at all
- V good. Made us think like a PR spokesperson.
- Amanda was very effective as a professor. She was prepared and knowledgeable.
- Super engaging and fun. Creative in the way she teaches also. One of the best lecturers in SIM-UB.
- She is always enthusiastic and well prepared for every lesson. She knows her stuff well and is a very passionate teacher. :-)
- Nil
- Engaging and interesting. Even though she was sick, she taught well.
- Excellent job! I enjoyed Amanda's classes since COM101!
- She was really to the point and had interesting stories and experiences to share that were relevant to the class. I thoroughly enjoyed this module because as intense as it was Amanda made it seem like a breeze. Ample time and warnings were given for assignments and projects. And despite her health she pushed on and didn't miss a single class :) thank you Amanda! Don't leave the lion city!
- Very effective, i just hope that group work evaluation method will be made more fair.
- Was good. She gave us her best despite being sick for a few lessons
- She is very effective in teaching this course because she has the knowledge, the experiences and the necessary contacts in the industry to keep the course current and beneficial.
- She was enthusiastic and knowledgeable about the course contents, and put in lots of efforts in her class materials.
- Dr. Lohiser is an extremely effective educator and I particularly enjoy the way she appropriately segments interactions based on context. For example, when during class time she gives a run down of what will be covered and does not deviate from the program unnecessarily. She includes many interesting anecdotes and real world examples, and she conducts her class with enthusiasm that is contagious. After class, she always stays back to answer any questions in a setting that is more personal and less intimidating, which I find to be extremely effective as sometimes, asking questions in front of a class can be difficult. Her responses are always motivating and kind, and she even goes out of her way to hold extended office hours, something which I believe the class really appreciates. This class has given me a new perspective on the importance of teacher-student rapport and how it facilitates overall learning. Though Dr. Lohiser's syllabus may be intimidating content-wise, her methods of conducting classes are well thought out and extremely effective.
- because she was so positive about the subject, the lesson was engaging

Please comment on the instructor's effectiveness in teaching this course.

- She was very engaging and enthusiastic during lectures and she tried many ways to capture our attention and interests in the topic by using videos and pictures. I feel very comfortable asking her for advice for an assignment. She is very patient and clear in her explanations.
- Amanda's lessons are usually one of the more challenging ones I've ever taken, but I learn more and have more fun learning than in most other lessons by other professors. Her method of teaching and understanding of students' mindsets makes for a highly effective course.
- The instructor's enthusiastic energy help lift the mood and create a more livelier learning environment.
- She is knowledgeable in the course material.
- Amanda really puts in so much work and effort into preparing the materials for us that it is touching. She is really friendly and approachable. Keep Amanda she is a gem!
- She is the best lecturer I met so far. THE BEST! hahahah not one of the best but THE BEST!
- SHE IS ABSOLUTELY INCREDIBLE IN EVERY SENSE. SHE IS ORGANIZED, ARTICULATE, PROFICIENT, INCREDIBLY TALENTED, EXTREMELY COMPASSIONATE, VERY VERY HARDWORKING AND METICULOUS, CHARISMATIC, WITTY, WARM AND SO LOVING. Perfect professor. WE ALL ADORE HER
- She was really engaging and her lessons were detailed yet interesting at the same time.
- For a 400 level course I don't particularly find it enriching or thought provoking. There's a lot of self-directed learning. We're just trying to get through one assignment after another.

B

- GREAT. fun and interesting. lessons were engaging
- Amanda Lohiser brings a lot of enthusiasm when it comes to teaching and helping students understand. You can tell from her classes that she puts in a lot of effort in her presentation slides, grading, and overall character. It's enjoyable to learn under Lohiser because she is the type of teacher who wants you to leave the class knowing that you have learned something.
- Excellent beyond words!
- Effective and enthusiastic teaching style
- She was lively and made class interesting
- Well spoken, funny
- I had a really good time taking this course under Amanda (as always) and I look forward to taking more mods under her (hopefully if I still have the chance)
- I especially like the instructor's professionalism, enthusiasm and humor that made the course engaging and intellectually stimulating. I appreciate that we have some kind of hands-on work that are directly relevant to the PR industry itself.
- Excellent
- Amanda was friendly, helpful and extremely knowledgeable.
- She is well versed in public relations and her energy was great
- Amanda showed great enthusiasm in the subject which made her lessons very enjoyable. Her persistence to get us to share our ideas and discuss things as a class made us think deeper and more critically during her class.
- Lovely as always!
- Very effective
- Amanda Lohiser's teaching is really interactive and engaging. The way she presents the materials is quite fun in fact
- awesome job even though we don't look like we enjoyed it, but we are!:)
- Very engaging and professional
- We was very enthusiastic about the subject and was very friendly to her students.
- effective
- The instructor clearly knew her material, and her teaching was effective.
- she used a lot of hand gestures and different tones to make the lecture interesting.
- Amanda is amazing! I've always loved her classes. I feel like she keeps the classes relevant, interesting, and easy to understand. I love the amount of effort she puts into everything she does.

Please comment on the instructor's effectiveness in teaching this course.

- Excellent
- Dr Lohiser is an excellent instructor. She is always willing to help students. I enjoyed her lesson.
- Enthusiastic
- VERY VERY GOOD! Best so far
- Dr. Lohiser is definitely an instructor whose courses I would recommend to other students. As long as you pay attention in her classes, be consistent and study, you will do well. She really engages students during class, and makes learning really fun and interesting. She is very impartial as well I'm graduating soon, and I have to say that Dr Lohiser is one of the best, if not the best instructor I have had so far in UB.
- she did a great job in presenting ideas clearly and efficiently
- Easily the best lessons one can get in UB. Well thought out lessons coupled with an effervescent personality that ensures the students learn effectively and are treated fairly.
- Overall, Amanda is effective in teaching this course. I was able to gain more knowledge and insights about the PR industry.
- Creative
- Very enthusiastic and helpful
- Amanda is like a happy pill, bringing her passion and enthusiasm to the class despite being unwell!
- Amanda's creative spin definitely brought life to an otherwise dry and mechanical subject. Her personality and experience in the field made the lessons all the more relevant and engaging
- Highly effective. You can never go wrong with this instructor. Amanda is just awesome.
- Very knowledgeable, encouraging and passionate in teaching, making me feel motivated to learn.