

Honorable Mention

Gender Differences in the Verbal Evaluation of Marketing Instructors

Dennis E. Clayson

Professor

College of Business

University of Northern Iowa

Abstract

A large review of data from RateMyProfessors.com found that a gender difference existed in the rating of marketing instructors that was not found in any other major studied. Female marketing instructors received significantly lower evaluations than male instructors. An analysis of student written comments found that female marketing instructors were more likely to be described with negative words like worst, avoid, useless, and boring than male instructors, a pattern not found in other business disciplines. Positive terms like best, awesome, great, and interesting were used to describe male instructors. Possible causes and implications for the evaluation process are discussed.