

Course Outcomes Guide

Directions: Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

Course/Program Title: MGT 104 Marketing

Date: Fall, 2013

Course/Program Team: Lori Spessard, Stacey McGee, Dave Karn, and Jim Pierne

Expected Learning Outcomes

1. Use basic marketing terminology
2. Understand relationship between marketing and the economy
3. Understand the various types of decisions faced by marketers today
4. Describe current issues concerning marketing and use course concepts to analyze them
5. Describe the different structures and forms of marketing
6. Discuss ethical implications in relation to marketing
7. Explore the growing presence of marketing on the Internet

Assessment (How do or will students demonstrate achievement of each outcome?)

Students demonstrate achievement of the outcomes through a variety of activities, but the following data is collected from objective exams in order to measure the learning outcomes:

Outcome	Exam 1	Exam 2	Exam 3	Exam 4
1	X	X	X	
2	X			X
3		X	X	X
4			X	
5	X			X
6				X
7			X	X

Validation (What methods have you used or will you use to validate your assessment?)

Exam questions are selected from a large test bank provided by the publisher. It is assumed that the publisher validates these questions and tests them for reliability. We select each question to ensure the exams are measuring what we want to assess.

Results (What do your assessment data show?)

The following is a summary of the result from the FA12 – SP13 semesters.

MGT 104 ASSESMENT RESULTS – FA13-SU14

	All Classes
OUTCOME #1: Use basic marketing terminology	84%
OUTCOME #2: Understand the relationship between marketing and the economy	61%
OUTCOME #3: Understand the various types of decisions faced by marketers today	82%
OUTCOME #4: Describe current issues concerning marketing and utilize course concepts to analyze them	78%
OUTCOME #5: Describe the different structures and forms of marketing	88%
OUTCOME #6: Discuss ethical implications in relation to marketing	76%
OUTCOME #7: Explore the growing presence of marketing on the internet	88%

Results indicate the following:

- Overall, results are slightly lower than expected, especially in Outcomes #2, #4 and #6

Follow-up (How have you used or how will you use the data to improve student learning?)

I plan to spend more class time on the relationship between marketing and the economy and on ethics. I also plan to provide additional opportunities to practice analyzing current marketing situation.

I also feel that the results may be influenced by the large amount of material covered in each of these high-stakes assessments. I plan to restructure the course next semester to include some low-stakes quizzes so that students can assess their own knowledge before attempt the high-stakes exams.

Budget Justification (What resources are necessary to improve student learning?)

None at this time.