

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: Spring 2013

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

Expected Learning Outcomes

1. Use basic marketing terminology
2. Understand the role of marketing in 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. Understand the importance and impact that marketing has on the economy
8. 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 exams, a marketing project, and class participation. The Marketing project is composed of 10 activities that will be on a variety of topics that are worked on through the semester. The projects that are assigned in the class involve putting into practice many of the concepts presented as part of the curriculum. Class attendance is also important since class participation counts as part of the overall grade for the course.

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

Validation will occur through tracking the results to specific questions that are tied to the expected learning outcomes from tests given in class. The selected questions will be incorporated into all tests administered for this course so that the results can be appropriately gathered to measure student performance. In addition, student results will also be tracked through the 10 activities that are part of the Marketing project and assigned throughout the semester. It is assumed that the publisher validates any questions that may be used on tests and also tests the questions for reliability.

Results (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)

The data that is collected can be used to determine whether the students are achieving the expected levels of understanding relative to the learning outcomes established for the course. The collection of the data is expected to begin with the Spring semester 2013.

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

Based upon the data, we will make the appropriate adjustments to the materials presented in the class to ensure student understanding. We will also utilize more web-based demonstrations of text context to help the student learning process.

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

None at this time.