

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, 2014

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	Midterm Exam	Final Exam
1	X	X
2	X	X
3	X	X
4	X	X
5	X	X
6		X
7		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 FA13 – SU14 semesters.

MGT 104 ASSESMENT RESULTS – FA13-SU14

	All Classes	Online Classes
OUTCOME #1: Use basic marketing terminology	90%	92%
OUTCOME #2: Understand the relationship between marketing and the economy	84%	82%
OUTCOME #3: Understand the various types of decisions faced by marketers today	69%	64%
OUTCOME #4: Describe current issues concerning marketing and utilize course concepts to analyze them	71%	72%
OUTCOME #5: Describe the different structures and forms of marketing	92%	91%
OUTCOME #6: Discuss ethical implications in relation to marketing	62%	62%
OUTCOME #7: Explore the growing presence of marketing on the internet	84%	84%

Results indicate the following:

- I have analyzed online and face-to-face students separately for the first time. Results show no significant difference in the performance of online students compared to face-to-face students
- The restructuring of the class into quizzes and exams seems to have improved overall achievement of the outcomes. Five of the seven outcomes show improved results.
- Students need more practice with decision-making and analytical skills.
- Students need more exposure to ethical implications.

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

In previous years MyMarketingLab (an online homework tool) was required for online students and highly recommended for face-to-face students. In an effort to make student textbook costs more reasonable, MyMarketingLab was not required for any students this year. Only the textbook was required. This fact may be impacting student performance on decision-making, analytical and ethical skills. However, before making changes to the course materials (i.e. making MyMarketingLab required again), I would like to modify current class activities to include more simulations and other activities that require decision-making and analysis. I also plan to infuse more ethical implications throughout the course, as well as put more emphasis on the chapter on ethics.

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

None at this time.