Course Outcomes Guide

Course/Program Title: MGT 104 Marketing   Date: Spring 2017

Course/Program Team: Stacey McGee

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 following data is collected from objective exams in order to measure the learning outcomes. This semester I changed the assessment procedures to include more data points. A total of 100 questions are now used, and data is collected from both the mid-term and final exams.

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?

A summary of results for FA16 – SP17 is shown on the following table. Both sections of MGT 104 that were offered this year were online courses.

Percent of Students That Met Outcome					
Outcome	Fall	Spring	Total	Last Year	Incr/Decr
1	80%	78%	79%	78	↑
2	75%	76%	76%	78	↓
3	72%	71%	72%	63	↑
4	77%	85%	81%	72	↑
5	78%	76%	77%	85	↓
6	60%	70%	65%	56	↑
7	86%	87%	86%	74	↓
Total	77%	77%	77%	72	↑

Results indicate the following:

- Performance on 6 of the 7 outcomes decreased this year after the change to the new textbook, but in most cases the decrease is minimal.
- Outcomes #3 (decision-making), #4 (analytical skills) and #6 (ethics) are historically the outcomes that students struggle with the most. All of these saw improvement.
- I have created video lectures for each chapter, and I think this helps the online students achieve a learning experience that is equal to the experience of the face-to-face student.

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

I am encouraged by the improved performance in most areas. I will give additional attention this year to Outcomes #2, #5 and #7 in an effort to improve these areas.

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

None at this time.