

Course Assessment Report - 4 Column

Great Basin College

Courses (BUS) - Marketing

Course Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up
<p>Courses (BUS) - Marketing - MKT 210 Theriault - Marketing Principles - Define the term marketing - Define the term marketing, describe the four marketing orientations, and discuss the differences between sales and market orientations. (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/18/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Terracycle Case Study. and Exam 1</p> <p>Assessment Measure Category: Exam</p> <p>Criterion: Successful certification of course by Quality Matters Review team</p>	<p>06/18/2014 - Results: Passed Quality Matters course Review and received certification</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/18/2014 - I plan to submit each of my courses that are in the Common Course Numbering system one at a time to receive QM Certification and improve the student engagement and learning.</p>
<p>Courses (BUS) - Marketing - MKT 210 Theriault - Marketing Principles - Global marketing in the 21st century. - Discuss the importance of global marketing in the 21st century. (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/18/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Exercises pg. 182 and pg. 428, Discussion 2, Exam 1, 2, and 4, and Starbucks Case Study</p> <p>Assessment Measure Category: Discussion</p> <p>Criterion: Successful certification of course by Quality Matters Review team</p>	<p>06/18/2014 - Successful certification of course by Quality Matters Review team</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/18/2014 - I have uploaded each of the outcomes from my syllabus and designed a rubric for the exercises and case studies as tools for students to pre-check their work for adherence to the stated deliverables.</p>
<p>Courses (BUS) - Marketing - MKT 210 Theriault - Marketing Principles - Marketing research project - Define the steps involved in conducting a marketing research project. (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/18/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Exam 2 and 3</p> <p>Assessment Measure Category: Exam</p> <p>Criterion: Successful certification of course by Quality Matters Review team</p>	<p>06/18/2014 - Successful certification of course by Quality Matters Review team</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/18/2014 - I have included specific questions in the exams that reinforce the steps needed to perform high quality marketing research.</p>

Course Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up
<p>Courses (BUS) - Marketing - MKT 210 Theriault - Marketing Principles - Services and goods - Discuss the differences between services and goods. (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/18/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Discussion 3, and Exam 1 and 4</p> <p>Assessment Measure Category: Discussion</p> <p>Criterion: Successful certification of course by Quality Matters Review team</p>	<p>06/18/2014 - Successful certification of course by Quality Matters Review team</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/18/2014 - I plan to submit each of my courses that are in the Common Course Numbering system one at a time to receive QM Certification and improve the student engagement and learning.</p>
<p>Courses (BUS) - Marketing - MKT 210 Theriault - Marketing Principles - Strategic marketing and know a basic outline for a marketing plan. - Understand the importance of strategic marketing and know a basic outline for a marketing plan. (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/18/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Exercises pg. 99 and pg 286, Starbucks Case Study, Exam 1, 2, and 4, Marketing Plan, and Discussion 1</p> <p>Assessment Measure Category: Discussion</p> <p>Criterion: Successful certification of course by Quality Matters Review team</p>	<p>06/18/2014 - No changes at this time but will await feedback form the QM Review Team.</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/18/2014 - No changes at this time but will await feedback form the QM Review Team.</p>
<p>Courses (BUS) - Marketing - MKT 210 Theriault - Marketing Principles - Marketing environment - Develop an understanding of the marketing environment. (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/18/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Exercises on pg.18, pg. 286, pg 328, and pg. 520; Starbucks and Terracycle Case Studies, Discussion 1 and 2, Exam 1, 3, Marketing Plan, and Case Studies</p> <p>Assessment Measure Category: Discussion</p> <p>Criterion: Successful certification of course by Quality Matters Review team</p>	<p>06/18/2014 - Successful certification of course by Quality Matters Review team</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/18/2014 - No changes at this time but will await feedback form the QM Review Team.</p> <p>Follow-Up: 06/18/2014 - With the increased emphasis on E-Learning by NSHE, the Chancellor, and GBC; I want to take advantage of the opportunity to have the external course reviews as a tool to continually improve my course content connections with student learning and maximize the use of the many tools we have in our LMS. I have started with this course as I have taught it for several years at WNC and at GBC, have extensive private sector experience in the field and enjoy the subject. I am hopeful that I can teach it again in the future at GBC as the primary instructor.</p>

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			<p>Follow-Up: Attached is the final rating sheet that I submitted with the course to the review team. We started the review process on Thursday 1/16/14 and achieved my QM Certification before the end of February. The modifications I have made prior to submission for review included additional video segments to clarify or highlight assignments and/or topics, creation of rubrics for students to use as tools as they pre-check their submissions to ensure they have met as many deliverables as possible for maximum point consideration, rework the course syllabus to highlight the desired learning outcomes and assessment measured used, and inclusion in Canvas of the Quality Matters recommended template including specific verbiage and modules considered best learning practices.</p>