

Assessment: Course Four Column



Courses (BUS) - Marketing

MKT 210:Marketing Principles

Course Outcomes	Assessment Measures	Results	Actions
<p>Marketing and describe the four product market strategies - Define the term marketing and describe the four product market strategies.</p> <p>Course Outcome Status: Active Next Assessment: 2021-2022 Start Date: 09/07/2017</p>	<p>Exam - Exam 1 Diversification Matrix Paper Criterion: Exam 1 75% Diversification Paper 70%</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes and No Students who completed the first exam earned an average score of 86.6% surpassing the minim criteria threshold</p> <p>Students who completed the Diversification Matrix Paper did not meet the criteria threshold earning an average score of 68%</p> <p>Yes for Exam 1 No for Diversification Matrix Paper. (09/07/2017)</p>	<p>Action: As this was a new textbook, typically student scores for exam increased incrementally as they proceed through the course. No exam changes are planned</p> <p>The Diversification Matrix Paper student submissions were significantly lacking in proper APA formatting which negatively impacted their overall scores, but they also in some cases only addressed one of the two components that were required content in the paper. I will update my assignment instructions for the coming semester to see if scores improve as the assignment is a sound one. (09/07/2017)</p>
<p>Global marketing in the 21st century - Discuss the importance of global marketing in the 21st century. Course Outcome Status: Active Next Assessment: 2021-2022 Start Date: 09/07/2017</p>	<p>Discussion - Discussion 1 and Exam 2 Criterion: Discussion 1 70% Exam 2 75%</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes Students who participated in Discussion exceeded the minimum criteria for achievement with earned scores averaging 82.9%</p> <p>Students who completed Exam #2 exceeded the criteria</p>	<p>Action: Update planned for future offerings will include modification of the Discussion 1 focus to specifically call out the global effect of marketing decisions rather than the overall emphasis of today.</p>

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		established for this measure with average scores of 88.4% (09/07/2017)	No change to the Exam 2 element as the exam adequately addresses the outcome. (09/07/2017)
<p>Marketing research project - Define the steps involved in conducting a marketing research project. Course Outcome Status: Active Next Assessment: 2021-2022 Start Date: 09/12/2017</p>	<p>Assignment - Project - Marketing Plan project Criterion: Marketing Plan Project score 70%</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes Students who completed the Marketing Plan earned on average an 80% on this semester project (09/12/2017)</p>	<p>Action: Student submissions surpassed the criteria for achievement but the instructor would like to re-emphasize the deliverables more finitely going forward. (09/12/2017)</p>
<p>Discuss the differences between services and goods. - Discuss the differences between services and goods. Course Outcome Status: Active Next Assessment: 2021-2022 Start Date: 09/12/2017</p>	<p>Exam - Exam 3 Criterion: Exam 3 75%</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes Students who completed Exam #3 exceeded the criteria established for this measure with average scores of 85.8% (09/12/2017)</p>	<p>Action: No change to the Exam 3 element as the exam adequately addresses the outcome. (09/12/2017)</p>
<p>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. Course Outcome Status: Active Next Assessment: 2021-2022 Start Date: 09/12/2017</p>	<p>Assignment - Project - Marketing Plan project and Diversification Matrix Paper Criterion: Marketing Plan Project score 70% Diversification Paper 70%</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes and No Students who completed the Marketing Plan earned on average an 80% on this semester project</p> <p>Students who completed the Diversification Matrix Paper did not meet the criteria threshold earning an average score of 68%</p> <p>Yes for Marketing Plan Project No for Diversification Matrix paper (09/12/2017)</p>	<p>Action: Student submissions surpassed the criteria for achievement but the instructor would like to re-emphasize the deliverables more finitely going forward.</p> <p>The Diversification Matrix Paper student submissions were lacking in proper APA formatting which negatively impacted their overall scores, but they also in some cases only addressed one of the two components that were required content in the paper. I will update my assignment instructions for the coming semester to see if scores improve as the assignment is a sound one, (09/12/2017)</p>

<i>Course Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Understanding of the marketing environment - Develop an understanding of the marketing environment.</p> <p>Course Outcome Status: Active</p> <p>Next Assessment: 2021-2022</p> <p>Start Date: 09/12/2017</p>	<p>Exam - Marketing Project and Exam 5</p> <p>Criterion: Marketing Plan Project score 70%</p> <p>Exam 5 75%</p>	<p>Reporting Period: 2016-2017</p> <p>Criterion Met: Yes</p> <p>Students who completed the Marketing Plan earned on average an 80% on this semester project</p> <p>Students who completed Exam #5 exceeded the criteria established for this measure with average scores of 86.4% (09/12/2017)</p>	<p>Action: Student submissions surpassed the criteria for achievement but the instructor would like to re-emphasize the deliverables more finitely going forward.</p> <p>No change to the Exam 5 element as the exam adequately addresses the outcome. (09/12/2017)</p> <p>Follow-Up: Introduced a new textbook this semester and multiple new assignments. Instructor notes that there was a higher number of students who just did not submit their work this semester but cannot accurately attribute it to the new textbook or any changes in instructor approach. With minor adjustment to the Diversification paper instructions and refinements to the Marketing Plan project, the instructor will re-evaluate this assessment in future terms. (09/12/2017)</p>