Assessment: Course Four Column

Courses (BUS) - Marketing

MKT 127:Introduction to Retailing

Course Outcomes	Assessment Measures	Results	Actions
Basic principles of retailing - Understand the basic principles of retailing **Course Outcome Status:** Active **Next Assessment:** 2016-2017 **Start Date:** 06/17/2014	**Exam -** Exam 1,2 & 3 Cases 1 & 2 **Criterion:** Students completing the assignment will score an average of 70% on all assignments.	**Reporting Period:** 2018-2019 **Criterion Met:** Yes Average Score for Exam #1 82.75% Average Score for Exam #2 86.9% Average Score for Exam # 3 90.67% Average Score for Integrative Case 1 77.17% Average Score for Integrative Case 2 91.67% Two students did not participate in the exams, and (07/31/2019)	**Action:** I have revised the directions for both Integrative Case 1 and 2. The students have not had accounting and the financial analysis of the company's financial statements were very difficult. We now are looking at trends instead of the actual detail which has helped students' scores. Notice the improvement in the second case. (07/31/2019)
Basics of Human Resources planning - Understand the basics of Human Resources planning and demonstrate the ability to formulate a human resources training strategy. **Course Outcome Status:** Active **Next Assessment:** 2020-2021 **Start Date:** 07/14/2016	**Exam -** Training Program Exercise, Exam 5 and cases 3 & 5. **Criterion:** Students completing the assignment will score an average of 70% on all assignments.	**Reporting Period:** 2018-2019 **Criterion Met:** Yes Average Score for Training Program Exercise 89.45% Average Score for Exam #5 89.75 % Average Score for Integrative Case 3 94.61% Average Score for Integrative Case 5 80.25% (07/31/2019)	**Action:** No changes are planned in this section. This section is very popular with students of the 22 students in the class only three did not submit an assignment. (07/31/2019)
Develop a retail store layout and design - Demonstrate the ability to develop a retail store layout and design. **Course Outcome Status:** Active **Next Assessment:** 2020-2021 **Start Date:** 07/14/2016	**Assignment - Project -** Retail Layout and Design Project, Exams 4, Case 4 **Criterion:** Students completing the assignment will score an average of 70% on all assignments.	**Reporting Period:** 2018-2019 **Criterion Met:** Yes Average Score for Retail Layout and Design Project 86.337% Average Score for Exam #4 87.45% Average Score for Integrative Case 4 80.25% (07/31/2019)	**Action:** Students were successful and enjoyed the process of applying the course material to a retail project of their choice. (07/31/2019)