

Assessment: Course Four Column

Courses (BUS) - Marketing

MKT 210 Theriault:Marketing Principles

<i>Course Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Define the term marketing - Define the term marketing and describe the four product market strategies. Course Outcome Status: Active Next Assessment: 2023-2024</p>	<p>Exam - Exams 1 and Exam 3 Criterion: Students who complete the exams will achieve a score of 75% or better on average.</p>	<p>Reporting Period: 2018-2019 Criterion Met: Yes Students who submitted Exam 1 earned a score of 77.2% on average and those who submitted Exam 3 scored on average an 84.6% average. (08/27/2019)</p>	<p>Action: Students exceed expectation for each of the exams. Typically, students exam scores move on an upward slope through the final. No changes planned at this time. (08/27/2019)</p>
<p>Global marketing in the 21st century - Discuss the importance of global marketing in the 21st century. Course Outcome Status: Active Next Assessment: 2023-2024</p>	<p>Exam - Exam 1 – Chapter 2 and the Marketing Plan Criterion: Students who complete the exam and Discussion Question will achieve a score of 75% or better on average.</p>	<p>Reporting Period: 2018-2019 Criterion Met: Yes Students who submitted Exam 1 earned a score of 77.2% on average (08/27/2019)</p>	<p>Action: The exam and Marketing Plan project will remain as designed. The new textbook provided students with more current real-world examples to illustrate the points they identified in the exam. The exam scores improved going forward from this point (08/27/2019)</p>
<p>Marketing research project - Define the steps involved in conducting a marketing research project. Course Outcome Status: Active Next Assessment: 2023-2024</p>	<p>Exam - Exam 3 - includes Chapter 7 containing an in-depth consideration of market research Marketing Plan Semester Project Criterion: Students who complete the exam and Discussion will achieve a score of 75% or better on average.</p>	<p>Reporting Period: 2018-2019 Criterion Met: Yes Students who completed this exam earned an average score of 84.6. Students who submitted their Marketing Plan Project earned an average score of 83% (08/27/2019)</p>	<p>Action: Student performance exceeded establish criteria when considering the many steps needed to conduct a marketing project using the assignment and the Exam 3. No changes planned (08/27/2019)</p>
<p>Services and goods - Discuss the</p>	<p>Exam - Exam 3 and the</p>	<p>Reporting Period: 2018-2019</p>	<p>Action: Student performance</p>

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<p>differences between services and goods.</p> <p>Course Outcome Status: Active</p> <p>Next Assessment: 2023-2024</p>	<p>Diversification paper assignment</p> <p>Criterion: Students who submit these assignments will achieve a score of 75% or better on average.</p>	<p>Criterion Met: Yes</p> <p>Students who completed this exam earned an average score of 84.6. Students who completed the Diversification Matrix paper earned an average score of 86.4%. (08/27/2019)</p>	<p>exceeded establish criteria. No changes planned (08/27/2019)</p>
<p>Strategic marketing and know a basic outline for a marketing plan -</p> <p>Understand the importance of strategic marketing and know a basic outline for a marketing plan.</p> <p>Course Outcome Status: Active</p> <p>Next Assessment: 2023-2024</p>	<p>Assignment - Project - Marketing Plan Project, Discussion #2, and Diversification Matrix Paper</p> <p>Criterion: Students who submit this assignment will achieve a score of 75% or better on average.</p>	<p>Reporting Period: 2018-2019</p> <p>Criterion Met: Yes</p> <p>Students who completed these two papers earned an average score of 83% on the Marketing Plan, an 86.4% on the Diversification Matrix paper, and an 86.8% on Discussion #2 (08/27/2019)</p>	<p>Action: Student performance exceeded establish criteria. These are key assignments to gauge student understand of the two stated outcomes. No changes planned (08/27/2019)</p>
<p>Marketing environment - Develop an understanding of the marketing environment.</p> <p>Course Outcome Status: Active</p> <p>Next Assessment: 2023-2024</p>	<p>Assignment - Project - Diversification Matrix paper and Marketing Plan project</p> <p>Criterion: Students who submit this assignment will achieve a score of 75% or better on average.</p>	<p>Reporting Period: 2018-2019</p> <p>Criterion Met: Yes</p> <p>Students who completed these final two paper earned an average score of 86.4% on the Diversification paper, and 83% on the Marketing Plan Project (08/27/2019)</p>	<p>Action: Student performance exceeded establish criteria. Both assignments are of critical importance in a Marketing survey course. No changes planned (08/27/2019)</p> <p>Follow-Up: introduced a new textbook for the course which is student centric and the students appeared to absorb the material easier. A side benefit for students is it is available at a significantly lower cost than the former McGraw-Hill book I had used previously. I have fine tuned the deliverables of this course over the years and find the assignments give students a grounding in Marketing but without digging too deep in any on area. With that said, I would like to replace one of the outcomes going forward with one that targets ethics. (08/27/2019)</p>