

Learning Goal Assessed: Reasoned Judgment

Program-Level Competency: Students will be able to develop and execute a market research project to industry expectations in a community-based learning environment.

Assessment Liaison: Peter Knight

PROBLEM BACKGROUND AND DEFINITION

Completion of a market research study for community partners to industry by students new to the principles of Market Research is always a challenge. Core concepts must be mastered simultaneously with keeping the project plan on track towards full completion of the project within 14 weeks. Given always rushed timelines and the busy lives of our students, the area that seemed to suffer most is final stage, namely the ability of students to accurately and appropriately interpret the data collected and make appropriate and useful recommendations to their clients.

The **2017-18** assessment initiative centered around more rigorous specification of project management and problem definition and greater monitoring of student activity. Overall these initiatives proved successful based on improved client satisfaction and quality of work produced.

In **2018-19** the emphasis shifted to making class time more productive to further improve learning outcomes and client satisfaction through more productive use of class time. The goal was to ensure that core concepts were fully understood and applied while allowing more class time for project work and mentoring to ensure adequate time and care were afforded to the final stages of the project.

PROCESS OF ANALYSIS

Comparison of project quality and client satisfaction versus previous years particularly based on Criterion 3

Criterion 3 :

Student is able to properly and accurately analyze data and present findings and recommendations in an appropriate and understandable manner.



STRATEGY

- Video versus in class lectures for 4 of the 14 chapters i.e., those least related to project completion
- Use class time more to mentor students
- Drop box assignments were now team submitted so teams could delegate tasks i.e., some working on assignment, others on project simultaneously to employ more efficient project management
- Moved up suggested due date for data collection and more closely monitored progress and strategies employed to ensure data was collected properly and rapidly



RESULT

Although quality of projects can vary from semester to semester based on a variety of factors, the projects in this class probably exhibited the most careful and insightful analysis of data collected to date in both the reports and presentations and the strategies tested will become permanent.