

Assessment Results:

Instructor: MANION Course: MKT355 Session: Fa17 37 Students

| MKTLG2 | Exemplary | Satisfactory | Unsatisfactory |
|---|------------------|---------------------|-----------------------|
| Understanding of concepts from buyer behavior | 18 | 19 | 0 |
| Application of concepts from buyer behavior to a consumer product situation. | 12 | 25 | 0 |
| Presentation of solutions to a consumer product situation based on concepts from buyer behavior | 12 | 25 | 0 |

Summary of Analysis:

Set enrollment cap at 30 to keep class size down in Marketing courses, following the 2014 establishment of a new Marketing Major. However, 7 more Marketing seniors who needed the required course to graduate were permitted to enroll.

Smaller percentage of students perform in an Exemplary status with class sizes greater than 30.

Class generally performed well on individual multi-question essay tests. This is half of individual assessment for this MKTLG2

Class was divided into 9 teams, with 4 or more students each, working on realistic consumer product projects. Students are preferring to select their own projects. Team members assessed each other's individual performance.

Observed presentations skills improving. Symbiotic relationship with Sales students' training.

Exemplars of course final presentations (in hard copy) are on file in MOLN office.

Conclusions:

Recommend start offering two sections of this required course each year, based on increased enrollment in Marketing Major. Marketing Seniors need this course to graduate. Additional faculty will be necessary, especially for on-line version of course.

Promotions presentation skills hard to view in large class. Presentations skills improvement are in symbiotic relationship with Sales skills improvement by many dual (MKT/SLS) students.