

Assessment Results:

Instructor: MANION Course: MKT358 Session: Sp18 39 Students

<u>MKTLG3</u>	<u>Exemplary</u>	<u>Satisfactory</u>	<u>Unsatisfactory</u>
Understanding of concepts from promotions management	25	14	0
Application of concepts from promotions management to a CBL client situation.	24	15	0
Presentation of solutions to a CBL client situation based on concepts from promotions management.	24	15	0

Summary of Analysis:

Still experienced higher enrollment in this very popular elective Marketing course, in spite of offering Fall'17 edition of the course. Note: Fall'17 Enrollment only 7, probably because students were not specifically advised of it in advance. Good experiment. Unfortunate outcome.

Too many seniors needed it to graduate on time. Still very popular with GB and other majors.

Students performed very well on individual multi-question essay tests. Few students who did poorly on early tests (e.g, didn't get text in time) responded well to feedback and further instruction to improve.

Class was divided into 10 teams, with about 4 students each, working on client Promotions Plans projects. All teams were allowed to select their own Promotions Plan client and topic. Note: Recommend change of course from CBL concept, because there are not sufficient numbers of outside clients (NFPs) requesting help. Generally, teams involved very good SB clients (e.g., family businesses, local service providers, professional firms). Many local clients are not really big enough to need a full Promo Plan, but definitely in need of some promo help. Allow student teams to narrow scope of Promo Plan from 'comprehensive' to just relevant portions.

Developed presentations skills among all students, including non-BUS majors.

Exemplars of course project deliverables are on file in MOLN office in hard copy only.

Conclusions:

Emphasis on presentation skills beneficial for both Marketing and Sales (and dual) students.

This course is due for a revival as its former CBL (e.g., non-for-profit) component has turned into hometown small business projects. Should this course emphasize Promotional exercises instead of Promo Plans? Recommend more of a Promotion and Sales orientation.