

Q1.1.

Dear program liaisons:

Thank you for submitting an assessment report through Qualtrics.

Please complete **ONE** assessment report per learning outcome that you are reporting on.

For each report, please try to finish it in one sitting. If time does not permit you to complete the report, you may exit by closing the webpage. All of your answers will be saved automatically. You may return to your report by re-clicking the link, **using the same device**. If you need to submit a second report on another learning outcome, you can click the link again to have a new report form, after submitting the first report.

The reporting questions this year are slightly different from those used in the past. Your assessment reports will be maintained on file electronically on a password secure site (SharePoint). Other individuals (e.g., Academic Achievement and Assessment Committee members, chairs, and deans) on campus will have access to your reports.

The deadline for report submission is **Friday, May 24, 2019**. If, due to the timing of your data gathering, you would like to request a different deadline, please contact the Institutional Research Office, Han Zhang, [zhang@uwp.edu](mailto:zhang@uwp.edu). The assessment showcase this year will be held on the **First Friday of November** (lunch to be provided). You will be directed to a PowerPoint template after submitting the report.

Please click the arrow below to start, thank you!

Q2.1. Please identify your **college**:

COAH CBEC CNHS CSSPS

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Q4.1. Which of the institution-wide shared learning goals does this outcome connect to?

- Communication  
 Reasoned Judgment  
 Social and Personal Responsibility  
 None of the above, specify:

Q4.2. Is this the first/initial assessment of the selected learning outcome?

- Yes  
 No

Q4.3. Which of the following best describes this assessment report?

- Follow-up assessment related to curricular changes (closing-the-loop)  
 Follow-up assessment to address issues with the previous assessment process (e.g. collect more data, redesign the assessment tool, etc. )  
 Routine assessment of the outcome

Q4.4. What assessment tool(s) or method(s) did you utilize? Check all that apply.

Survey

Student portfolios

Standardized exam

Direct observation of student work or performance

Exam from a course or courses

Other

Assignment from a course or courses

Q4.5. What type of measurement did you utilize?

Direct (asking students to demonstrate their learning)

Indirect (asking students to self-report their perceived level of learning)

A combination of direct and indirect

Q4.6. What delivery mode did you use to collect data? Check all that apply.

- Face to face course(s)
- Online course(s)
- Hybrid course(s)
- Flex option (Competency based) course(s)
- Not tied to a course
- Other, please specify:

Q4.7. What was the approximate sample size of this assessment (i.e. the number of students assessed)? Fill in your answer here:

19

Q4.8. Beyond the general details provided above, what student work was collected and how was it evaluated? The purpose of this question is to allow you to elaborate on the previous questions and present the scope of the assessment and its relationship to student attainment of the specified learning outcome. Please reference the curriculum map, if used.

I wanted to measure whether changes in course schedule and teaching methods were positively related to greater levels of reasoned judgement on the part of students as exhibited by more in depth understanding of client project survey results and the ability of students to accurately and appropriately interpret the data and make appropriate and useful recommendations to their clients. I attempted to accomplish this through accelerating the coverage of course theory partly through some video lectures and giving students more guided in class time to work on the projects

Q4.9. What were the results of this assessment? Please attach any supporting documents that you feel would be useful to the reviewers.

Q4.10. How were other instructors (faculty, lecturers, and adjuncts) involved with the assessment process?

no

Q4.11. As a result of this assessment, were any changes proposed? If yes, please describe and indicate the projected timeline. Please comment on any barriers to implementation.

Course calendar from Fall 2018 adopted for Spring 2019 and similar change to MKT 358 schedule.

Q5.1. You have answered all the questions at this point.  
You will be redirected to the Sharepoint Site for a Powerpoint template after submission.  
**Please note that by clicking submit, your responses are considered as final.** Thank you!

Q6.1. Please identify your **program**:

- Accounting, BS
- Business Administration, MBA
- Business Management, BS
- Business Management Online, BS
- Computer Science, BS
- Computer and Information Systems, MS
- Economics, BS
- Financial Economics, AS
- Marketing, BS

- Management Information Systems, BS

Q6.8. Are you the program liaison, Peter Knight?

- Yes
- No, type in your name

Q6.9. Which program learning goal did you assess for this report?

- Students will be aware and able to understand and apply concepts from core marketing topics, including buyer behavior, market research, product management, and promotions management.
- Students will be able to understand, apply, and communicate buyer behavior, concepts to a realistic consumer product situation.
- Students will be able to understand and apply promotions management concepts, and teams will be able to prepare and present promotion plans to industry expectations, applying concepts to realistic client situations.
- Students will be able to develop and execute a market research project to industry expectations in a community- based learning environment.
- Students will understand product management concepts and will be able to manage a portfolio of business products in a realistic competitive situation, while integrating concepts from other disciplines, such as research and development, pricing and promotions, forecasting and production, and finance.
- Graduating students will be able to prepare and present a Senior Marketing Thesis that will apply advanced marketing concepts to and will develop practical integrative solutions for realistic product/market situations that are relevant to their intended careers.
- None of the above, specify:

## **Synopsis MKTG 4- Fall 2018 versus Spring 2018 -MKT 354**

### **Criteria 3**

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

#### Results:

In the Spring Session of MKT 354 only 3 of the 6 CBL project groups (approx.. 50%) met this standard as determined by client and instructor evaluations. The Fall class was smaller than the Spring class (19 versus 32 students) but 3 of the 4 groups (approx.. 75%) in Fall met this standard after given more mentored project work time in class.