

Assessment Results:

Instructor: MANION Course: MKT452 Session: Fa17 28 Students

<u>MKTLG5</u>	<u>Exemplary</u>	<u>Satisfactory</u>	<u>Unsatisfactory</u>
Understanding of concepts from product management	17	11	0
Application of concepts from product management to a realistic business simulation.	16	12	0
Presentation of analysis of business simulation results based on concepts from product management	12	16	0

Summary of Analysis:

Previously experienced record high enrollment in this elective Marketing course following the 2014 establishment of a new Marketing Major. So, capped at 30 students for “crowd control.”

Class generally performed well on individual multi-question essay tests (first criteria). Students who did poorly on early tests soon responded to feedback and instruction to improve.

Class was divided into 2 industries, 12 teams, with 3 or less students each, working on realistic business simulation (ie, CapStone®). Simulation emphasis was placed on new product development and individual product management. Individual participation in team effort was evaluated also.

Few students started with good quantitative of managerial accounting skills. All MKT students need work here. Used the Monica handbag case, as intro exercise, to emphasize managerial accounting concepts applied to product management and marketing situations.

Exemplars of simulation outcomes and course data are on file in MOLN office in hard copy only.

Conclusions:

Will make 452 or 458 required alternatives. Suggest 458 needs to cover a new MKT LG (#7).

This CapStone® business simulation is an essential experience for all BUS (not just MKT) students to improve quant skills. Build needed managerial accounting and applied data analysis skill. Recommend resuming BUS493—Competitive Decision-Making (like the required MBA793 course) for BUS/MKT undergrads. May be elective (or ultimately required course) for all BUS students.