

**Assessment Results:**

**Instructor:** MANION      **Course:** MKT455      **Session:** Sp18      **25**      **Students**

<b>MKTLG6:</b>	<b>Exemplary</b>	<b>Satisfactory</b>	<b>Unsatisfactory</b>
Advanced level of understanding of concepts from core marketing subjects	20	5	0
Preparation of Senior Thesis based on application of core marketing subjects to topic of career interest	20	5	0
Presentation of Senior Thesis to selected expert audience	20	5	0

**Summary of Analysis:**

This course is an Individual Senior Thesis course. Seniors have completed required MKT courses and some electives. Many are also dual majors in General Business, often with Sales.

This course is 'hard' capped at 30 to avoid crowds, and to ensure time for Individual attention.

Seminar format: Students provide attentive audiences for each other.

**Conclusions:**

Seniors seem to do better with broad general directions and wide latitude in topics to be proposed and approved. Works well to have seniors select their own products and target markets, so as to focus on a MKT subject in which they are most interested personally. Place emphasis on how they will personally apply lessons in their future professional lives.

Include a requirement for audiences to ask questions and to evaluate peer presentations.

Time for younger colleague with more energy to instruct this classroom course.