

MKTG 3310

Semester and year of data collection: Fall 2023

Semester and year of reporting and analysis: Spring 2024

Course: MKTG3310

Number of instructors participating: 4

Number of sections assessed by modality

Face-to-face (Main): 2

Face-to-face (TWC): 1

Online: 2

Other (specify):

Learning objectives

Students will be able to identify and differentiate fundamental principles and core concepts of marketing. The concepts and principles are found within a list of course topics.

Course Topics:

- 1) Components of the Marketing Strategy
- 2) Characteristics of the Global Market Place
- 3) Consumer Decision Making Process
- 4) Business-to-Business Markets
- 5) Segmentation and its Benefits
- 6) Targeting and Positioning
- 7) Marketing Research Process
- 8) Consumer Products Classification
- 9) Characteristics that Distinguish Goods from Services
- 10) Supply Chain Functions
- 11) Distribution Strategies- Intensive, Selective, Exclusive
- 12) Task Performed by Promotion Strategy
- 13) Price Elasticity of Demand
- 14) Pricing Strategies

Table 1**Assessment Results for Each Topic**

Learning Objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
1. Components of the Marketing Strategy						
F2F Main Sanjay S. Mehta	18	21	16	55	67.3%	N
F2F TWC Renee Gravois	4	16	3	23	83%	Y
F2F Main Taehoon Im	9	18	11	38	76%	Y
Online Taehoon Im	28	33	8	69	59%	N
Online Irfan Ahmed	7	39	7	53	87%	Y
Course Aggregate	66	127	45	238	72%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic 2. Characteristics of the Global Market	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
F2F Main Sanjay S. Mehta	18	21	16	55	67.3%	N
F2F TWC Renee Gravois	6	14	3	23	74%	Y
F2F Main Taehoon Im	16	17	5	38	58%	N
Online Taehoon Im	25	31	13	69	64%	N
Online Irfan Ahmed	10	36	7	53	81%	Y
Course Aggregate	75	119	44	238	68%	N

Table 1 (Continued)
Assessment Results for Each Topic

Learning objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
3. Consumer Decision Making Process						
F2F Main Sanjay S. Mehta	24	15	17	56	57%	N
F2F TWC Renee Gravois	3	15	5	23	87%	Y
F2F Main Taehoon Im	5	11	22	38	87%	Y
Online Taehoon Im	9	23	37	69	87%	Y
Online Irfan Ahmed	7	33	14	54	77%	Y
Course Aggregate	48	97	95	240	80%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topics	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
4. Business-to-Business Markets						
F2F Main Sanjay S. Mehta	24	15	17	56	57%	N
F2F TWC Renee Gravois	5	14	4	23	78%	Y
F2F Main Taehoon Im	5	11	22	38	87%	Y
Online Taehoon Im	11	16	42	69	87%	Y
Online Irfan Ahmed	12	30	12	54	77%	Y
Course Aggregate	57	86	97	240	76%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
5. Segmentation and its Benefits						
F2F Main Sanjay S. Mehta	24	15	17	56	57%	N
F2F TWC Renee Gravois	5	15	4	23	83%	Y
F2F Main Taehoon Im	6	5	27	38	85%	Y
Online Taehoon Im	11	28	35	74	84%	Y
Online Irfan Ahmed	-	-	-	-	-	-
Course Aggregate	46	63	83	191	76%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
6. Targeting and Positioning						
F2F Main Sanjay S. Mehta	24	15	17	56	57.1%	N
F2F TWC Renee Gravois	5	15	3	23	78%	Y
F2F Main Taehoon Im	12	10	15	37	67.57	N
Online Taehoon Im	16	35	20	71	77.46	Y
Online Irfan Ahmed	11	30	13	54	80%	Y
Course Aggregate	68	105	68	241	72%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
7. Marketing Research Process						
F2F Main Sanjay S. Mehta	24	15	17	56	57%	N
F2F TWC Renee Gravois	6	14	3	23	74%	Y
F2F Main Taehoon Im	12	8	17	37	67.57	N
Online Taehoon Im	30	34	7	71	57.75	N
Online Irfan Ahmed	18	32	4	54	67%	N
Course Aggregate	90	103	48	241	63%	N

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic 8. Consumer Products Classification	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
F2F Main Sanjay S. Mehta	22	14	19	55	60.0%	N
F2F TWC Renee Gravois	6	14	2	22	73%	Y
F2F Main Taehoon Im	6	6	25	37	83.78	Y
Online Taehoon Im	23	26	22	71	67.61	N
Online Irfan Ahmed	16	26	12	54	70%	Y
Course Aggregate	73	86	80	239	69%	N

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
9. Characteristics that Distinguish Goods from Services						
F2F Main Sanjay S. Mehta	22	14	19	55	60.0%	N
F2F TWC Renee Gravois	4	14	4	22	82%	Y
F2F Main Taehoon Im	11	10	16	37	70%	Y
Online Taehoon Im	3	47	21	71	96%	Y
Online Irfan Ahmed	10	32	11	53	81%	Y
Course Aggregate	50	117	71	238	79%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
10. Supply Chain Functions						
F2F Main Sanjay S. Mehta	17	12	23	52	67.3%	N
F2F TWC Renee Gravois	6	13	3	22	73%	Y
F2F Main Taehoon Im	1	4	23	28	96.43	Y
Online Taehoon Im	5	11	50	65	93.85	Y
Online Irfan Ahmed	15	30	8	53	72%	Y
Course Aggregate	44	70	107	220	80%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
11. Distribution Strategies-Intensive, Selective, Exclusive						
F2F Main Sanjay S. Mehta	17	12	23	52	67.3%	N
F2F TWC Renee Gravois	6	15	1	22	73%	Y
F2F Main Taehoon Im	15	7	6	28	46.43	N
Online Taehoon Im	1	0	64	65	98.46	Y
Online Irfan Ahmed	15	31	7	53	72%	Y
Course Aggregate	54	65	101	220	75%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
12. Task Performed by Promotion Strategy						
F2F Main Sanjay S. Mehta	17	12	23	52	67.3%	N
F2F TWC Renee Gravois	3	14	5	22	86%	Y
F2F Main Taehoon Im	1	1	26	28	96.43	Y
Online Taehoon Im	0	10	55	65	100.00	Y
Online Irfan Ahmed	-	-	-	-	-	-
Course Aggregate	22	48	190	260	92%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
13. Price Elasticity of Demand						
F2F Main Sanjay S. Mehta	22	14	19	55	60.0%	N
F2F TWC Renee Gravois	5	14	3	22	77%	Y
F2F Main Taehoon Im	1	1	26	28	96%	Y
Online Taehoon Im	1	7	57	65	98%	Y
Online Irfan Ahmed	13	26	14	53	75%	Y
Course Aggregate	42	62	119	223	81%	Y

Table 1 (Continued)
Assessment Results for Each Topic

Learning Objective Topic	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
14. Pricing Strategies						
F2F Main Sanjay S. Mehta	22	14	19	55	60.0%	N
F2F TWC Renee Gravois	6	14	2	22	73%	Y
F2F Main Taehoon Im	4	13	11	28	86%	Y
Online Taehoon Im	23	22	20	65	65%	N
Online Irfan Ahmed	14	27	12	53	74%	Y
Course Aggregate	69	90	64	223	69%	N