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:

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 1. Components of the Marketing Strategy	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	4	16	3	23	83%	Υ
F2F Main Taehoon Im	9	18	11	38	76%	Υ
Online Taehoon Im	28	33	8	69	59&	N
Online Irfan Ahmed	7	39	7	53	87%	Υ
Course Aggregate	66	127	45	238	72%	Y

Learning	number of	Number of	Number of	Total	Percent of	Was the
Objective	students not	students	students	number	students	success
Topic	meeting	meeting but	exceeding	of	who met or	criterion
	expectations	not	expectations	students	exceeded	met ?
2.	(< 70%	exceeding	(90% or	assessed	expectations	(column
Characteristics	correct or	expectations	higher	(sum of 3	(column 3 +	6 at
of the Global	other	(70 – 89%	correct)	previous	column 4) /	least
Market	criterion)	correct)		columns)	column 5	70%)
F2F Main					67.0 0/	
Sanjay S. Mehta	18	21	16	55	67.3%	N
F2F TWC	6	14	3	23	74%	Υ
Renee Gravois	U	14	3	23	74/0	ī
F2F Main	16	17	5	38	58%	N
Taehoon Im	10	17	3	30	36/0	IN
Online	25	31	13	69	64%	N
Taehoon Im	23	31	15	03	0470	14
Online	10	36	7	53	81%	Υ
Irfan Ahmed	10	30	,	<i>J</i> 3	01/0	1
Course Aggregate	75	119	44	238	68%	N

Learning objective Topic 3. Consumer Decision Making Process	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	24	15	17	56	57%	N
F2F TWC Renee Gravois	3	15	5	23	87%	Υ
F2F Main Taehoon Im	5	11	22	38	87%	Υ
Online Taehoon Im	9	23	37	69	87%	Υ
Online Irfan Ahmed	7	33	14	54	77%	Υ
Course Aggregate	48	97	95	240	80%	Y

Learning	number of	Number of	Number of	Total	Percent of	Was the
Objective	students not	students	students	number	students who	success
Topics	meeting	meeting but	exceeding	of	met or	criterion
	expectations	not	expectations	students	exceeded	met?
4. Business-to-	(< 70%	exceeding	(90% or	assessed	expectations	(column
Business	correct or	expectations	higher	(sum of 3	(column 3 +	6 at
Markets	other	(70 – 89%	correct)	previous	column 4) /	least
	criterion)	correct)		columns)	column 5	70%)
F2F Main						
Sanjay S.	24	15	17	56	57%	N
Mehta						
F2F TWC	5	14	4	23	78%	Υ
Renee Gravois	5	14	4	25	7070	Ť
F2F Main	5	11	22	38	87%	Υ
Taehoon Im	5	11	22	36	0/70	Ť
Online	11	16	42	69	87%	Υ
Taehoon Im	11	10	42	09	0/70	Ť
Online	12	30	12	54	77%	Υ
Irfan Ahmed	12	30	12	54	7 7 70	ſ
Course	57	86	97	240	76%	Υ
Aggregate						

Learning objective Topic 5. Segmentation and its Benefits	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)	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	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%	Υ
Online Taehoon Im	11	28	35	74	84%	Υ
Online Irfan Ahmed	-	-	-	-	-	-
Course Aggregate	46	63	83	191	76%	Y

Learning Objective Topic 6. Targeting and Positioning	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	24	15	17	56	57.1%	N
F2F TWC Renee Gravois	5	15	3	23	78%	Υ
F2F Main Taehoon Im	12	10	15	37	67.57	N
Online Taehoon Im	16	35	20	71	77.46	Υ
Online Irfan Ahmed	11	30	13	54	80%	Υ
Course Aggregate	68	105	68	241	72%	Y

Learning objective Topic 7. Marketing	number of students not meeting expectations (< 70%	Number of students meeting but not exceeding	Number of students exceeding expectations (90% or	Total number of students assessed	Percent of students who met or exceeded expectations	Was the success criterion met?
Research	correct or	expectations	higher	(sum of 3	(column 3 +	6 at
Process	other criterion)	(70 – 89% correct)	correct)	previous columns)	column 4) / column 5	least 70%)
F2F Main Sanjay S. Mehta	24	15	17	56	57%	N
F2F TWC Renee Gravois	6	14	3	23	74%	Υ
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

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%	Υ
F2F Main Taehoon Im	6	6	25	37	83.78	Υ
Online Taehoon Im	23	26	22	71	67.61	N
Online Irfan Ahmed	16	26	12	54	70%	Υ
Course Aggregate	73	86	80	239	69%	N

Learning	number of	Number of	Number of	Total	Percent of	Was the
Objective	students not	students	students	number	students	success
Topic	meeting	meeting but	exceeding	of	who met or	criterion
	expectations	not	expectations	students	exceeded	met ?
9.	(< 70%	exceeding	(90% or	assessed	expectations	(column
Characteristics	correct or	expectations	higher	(sum of 3	(column 3 +	6 at
that Distinguish	other	(70 – 89%	correct)	previous	column 4) /	least
Goods from	criterion)	correct)		columns)	column 5	70%)
Services						
F2F Main	22	14	19	55	60.0%	N
Sanjay S. Mehta						
F2F TWC	4	14	4	22	82%	Υ
Renee Gravois			•		02,0	•
F2F Main	11	10	16	37	70%	Υ
Taehoon Im				<u> </u>		•
Online	3	47	21	71	96%	Υ
Taehoon Im				, <u> </u>		•
Online	10	32	11	53	81%	Υ
Irfan Ahmed					22/0	,
Course Aggregate	50	117	71	238	79%	Y

Learning Objective Topic 10. Supply Chain Functions	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	17	12	23	52	67.3%	N
F2F TWC Renee Gravois	6	13	3	22	73%	Υ
F2F Main Taehoon Im	1	4	23	28	96.43	Υ
Online Taehoon Im	5	11	50	65	93.85	Υ
Online Irfan Ahmed	15	30	8	53	72%	Υ
Course Aggregate	44	70	107	220	80%	Υ

Learning Objective Topic 11. Distribution Strategies- Intensive, Selective,	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)	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%)
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%	Υ
Course Aggregate	54	65	101	220	75%	Υ

Learning Objective Topic 12. Task Performed by Promotion Strategy	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	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	Υ
Online Taehoon Im	0	10	55	65	100.00	Υ
Online Irfan Ahmed	-	-	-	-	-	-
Course Aggregate	22	48	190	260	92%	Υ

Learning Objective Topic 13. Price Elasticity of Demand	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	5	14	3	22	77%	Υ
F2F Main Taehoon Im	1	1	26	28	96%	Υ
Online Taehoon Im	1	7	57	65	98%	Υ
Online Irfan Ahmed	13	26	14	53	75%	Υ
Course Aggregate	42	62	119	223	81%	Y

Learning	number of	Number of	Number of	Total	Percent of	Was the
Objective	students not	students	students	number	students who	success
Topic	meeting	meeting but	exceeding	of	met or	criterion
	expectations	not	expectations	students	exceeded	met ?
14. Pricing	(< 70%	exceeding	(90% or	assessed	expectations	(column
Strategies	correct or	expectations	higher	(sum of 3	(column 3 +	6 at
	other	(70 – 89%	correct)	previous	column 4) /	least
	criterion)	correct)		columns)	column 5	70%)
F2F Main						
Sanjay S.	22	14	19	55	60.0%	N
Mehta						
F2F TWC	6	14	2	22	73%	Υ
Renee Gravois	U	14	Z	22	73/0	ī
F2F Main	4	13	11	28	86%	Υ
Taehoon Im	4	15	11	20	80%	ī
Online	23	22	20	65	65%	N
Taehoon Im	23	22	20	65	05%	IN
Online	14	27	12	53	74%	Υ
Irfan Ahmed	14	21	12	23	7470	ſ
Course Aggregate	69	90	64	223	69%	N