

access to an E-book without additional charge. That opportunity is being pursued.

Sections of MKTG3310 – Taught Online

An entire new course has been designed for the Fall 2017 semester using a different textbook and learning platform. In the future, we have adopted Pearson My Lab, which should be an excellent source for students to use to improve comprehension of these learning objectives.

LO2: Students Will Be Able To Summarize And Explain Consumer Behavior Concepts

Learning Objective Description

Students who complete the BBA in Marketing will demonstrate knowledge of key consumer behavior actions (evaluation, acquisition, consumption, disposal), internal and external factors that influence consumer behavior, and the consumer decision making process.

The learning objective is represented in more detail by the following subjects.

++ Consumer Behavior Process

-Define consumer behavior

-Identify the phases of the consumer behavior process.

-Identify reasons it is important to study consumer behavior.

-Define consumer value and explain types of value.

++ Consumer Decision-Making Process

-Explain the phases of the consumer decision-making process.

-Identify, compare, and contrast types of consumer decision making.

-Understand how situational influences can affect consumer behavior.

++ External Influences on Consumer Behavior

-Explain culture.

-Identify ways that culture gives meaning to objects and activities.

-Identify ways that culture is learned.

-Be familiar with how reference groups influence people.

-Identify different types of reference groups.

++ Internal Influences on Consumer Behavior

-Define personality and brand personality.

-Identify major personality traits that have been examined in consumer research.

-Explain why lifestyles and psychographics are important to the study of consumer behavior.

-Define self-concept and self-congruence and explain how they apply to consumer behavior.

-Identify the elements of consumer perception.

-Identify factors that influence attention and comprehension.

-Identify ways that consumers make associations with meaning as a key way to learn.

LO2: Assessment In MKTG3320 - Consumer Behavior

Indicator Description

Student achievement of the learning objective will be assessed using questions embedded within exams and components of projects. These will be used to assess learning of each area of study (listed with the learning objective).

Criterion Description

The average score obtained by 70% of Marketing BBA students for each area of study (listed with the learning objective) will be 70% or higher. The average score obtained by 70% of students completing other degrees will also be 70% or higher.

Findings Description

The detailed findings are presented in an attached table that presents the concepts, specific learning areas, scores and distributions. Student performance on concepts related to the overall learning objective were all above the target achievement level of 70%. Nevertheless, since the concepts are broad, there are more specific learning areas with each concept that warrant some attention.

An area of exceptional performance indicated by the Fall 2016 assessment is the students' understanding of two key types of consumer value - utilitarian and hedonistic. A hands-on classroom activity called "Make It Hedonic" was developed and has continued to work well to help students understand this topic. Working in small groups, students identify objects that they consider to provide utilitarian value and brainstorm ways to give each object hedonic value. The activity and the student-generated examples are involving and memorable and serve as a valuable springboard to discussion of other course concept connections. This "Make It Hedonic" activity is considered a "best practice" that will be used again and that could be used by others to influence favorable student learning outcomes.

An area of poor performance, revealed during Fall 2016, was that some students had difficulty conceptualizing consumer behavior outside of buying behavior, such as the recognizing that voting behavior is a form of consumer behavior. New examples will be created to more explicitly link voting to consumer behavior, such as examples of voting issues linked to the consumer decision-making process and situational influences on decision-making.

One area needing improvement is helping students better understand the concept of socialization. Some students only conceived of the term as "the act of being social" and did not fully understand the deeper meaning of the term as learning and acquiring knowledge, language, and social skills to conform to expected

norms within a culture. New examples will be developed to help students better grasp these deeper meanings.

03 MKTG 3320 Table of Assessment Results

Actions for LO2: Students Will Be Able To Summarize And Explain Consumer Behavior Concepts (MKTG3320)

Action Description

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LO3: Students Will Be Able To Explain And Demonstrate Trust-Based Business-to-Business Relationship Selling Concepts

Learning Objective Description

Students will be able to explain the principles of trust-based business-to-business relationship selling and demonstrate techniques to determine customers’ needs, address their concerns, and close sales.

The learning objective is represented in more detail by the following subjects.

++ Different Types of Personal Selling

-Define trust-based relationship selling.