

## **MKTG3310: Principles of Marketing**

**This attachment presents both Marketing Majors and All BBA students.**

<b>Table 1</b> <b>Assessment Results - Marketing Majors</b>											
Background Information							Results of Assessments				
Course and Section No.	Learning Objective (and sub-objectives or concepts)	Instructor Last Name	Modality (Main, TWC, Online)	Day or Night	Date(s) of Assessment	Method of Assessment	Total No. of Students	Average Score: All Students % Correct	No. students below standards (less than 70% correct)	No. students meet standards (70%-89% correct)	No. students exceed standards (more than 90% correct)
MKTG 3310	LO1:Students who complete the BBA in Marketing will be able to describe the core concepts and principles of Marketing, including the elements of the marketing mix.	Abshire	Main	Day	Various	Embedded questions	15-18 Marketing Majors	See Below	See Below	See Below	See Below
	Components of the Marketing Strategy	"	"	"		"	18	75.9	11	0	7
	Characteristics of the Global Market Place	"	"	"		"	18	87.5	2	4	12
	Consumer Decision Making Process	"	"	"		"	17	72.5	10	2	5
	Business to Business Markets	"	"	"		"	17	76.5	4	7	6
	Segmentation and its Benefits	"	"	"		"	17	73.5	4	10	3

<b>Table 1</b> <b>Assessment Results (<i>continued</i>) Marketing Majors</b>											
Background Information							Results of Assessments				
Course and Section No.	Learning Objective (and sub-objectives or concepts)	Instructor Last Name	Modality (Main, TWC, Online)	Day or Night	Date(s) of Assessment	Method of Assessment	Total No. of Students	Average Score: All Students % Correct	No. students below standard s (less than 70% correct)	No. students meet standards (70%-89% correct)	No. students exceed standards (more than 90% correct)
MKTG 3310	Targeting and Positioning	Abshire	Main	Day	Various	Embedded questions	17	67.6	7	6	4
	Marketing Research Process	"	"	"		"	17	73.5	6	6	5
	Consumer Products Classification	"	"	"		"	17	64.7	7	9	1
	Characteristics that Distinguish Goods from Services	"	"	"		"	17	39.7	14	2	1
	Supply Chain Functions	"	"	"		"	17	58.8	11	5	1

**Table 1**  
**Assessment Results (*continued*) Marketing Majors**

Background Information							Results of Assessments				
Course and Section No.	Learning Objective (and sub-objectives or concepts)	Instructor Last Name	Modality (Main, TWC, Online)	Day or Night	Date(s) of Assessment	Method of Assessment	Total No. of Students	Average Score: All Students % Correct	No. students below standard s (less than 70% correct)	No. students meet standard s (70%-89% correct)	No. students exceed standards (more than 90% correct)
MKTG 3310	Distribution Strategies- Intensive, Selective, Exclusive	Abshire	Main	Day	Various	Embedded Questions	17	73.5	6	4	7
	Task Performed by Promotion Strategy	"	"	"		"	15	78.7	3	9	3
	Price Elasticity of Demand	"	"	"		"	16	68.8	8	6	2
	Pricing Strategies	"	"	"		"	16	65.0	9	5	2

Table 1											
Assessment Result						All BBA MAJORS					
Background Information							Results of Assessments				
Course and Section No.	Learning Objective (and sub-objectives or concepts)	Instructor Last Name	Modality (Main, TWC, Online)	Day or Night	Date(s) of Assessment	Method of Assessment	Total No. of Students	Average Score: All Students % Correct	No. students below standards (less than 70% correct)	No. students meet standards (70%-89% correct)	No. students exceed standards (more than 90% correct)
MKTG 3310	LO1:Students who complete the BBA in Marketing will be able to describe the core concepts and principles of Marketing, including the elements of the marketing mix.	Abshire	Main	Day	Various	Embedded questions					
	Components of the Marketing Strategy						138	78.7	79	0	59
	Characteristics of the Global Market Place						138	91.0	9	31	98
	Consumer Decision Making Process						132	71.1	77	29	27
	Business to Business Markets						132	77.0	29	50	54
	Segmentation and its Benefits						132	71	31	83	19

**Table 1****Assessment Result****ALL BBA MAJORS (continued)**

Background Information							Results of Assessments				
Course and Section No.	Learning Objective (and sub-objectives or concepts)	Instructor Last Name	Modality (Main, TWC, Online)	Day or Night	Date(s) of Assessment	Method of Assessment	Total No. of Students	Average Score: All Students % Correct	No. students below standard s (less than 70% correct)	No. students meet standards (70%-89% correct)	No. students exceed standards (more than 90% correct)
MKTG 3310	Targeting and Positioning	Abshire	Main	Day	Various	Embedded questions	132	70.6	48	46	39
	Marketing Research Process						132	78	34	48	51
	Consumer Products Classification						135	69.0	50	53	32
	Characteristics that Distinguish Goods from Services						135	57.2	78	35	22
	Supply Chain Functions						135	63.0	80	57	9

**Table 1****Assessment Result****ALL BBA MAJORS (continued)**

Background Information							Results of Assessments				
Course and Section No.	Learning Objective (and sub-objectives or concepts)	Instructor Last Name	Modality (Main, TWC, Online)	Day or Night	Date(s) of Assessment	Method of Assessment	Total No. of Students	Average Score: All Students % Correct	No. students below standard s (less than 70% correct)	No. students meet standard s (70%-89% correct)	No. students exceed standards (more than 90% correct)
MKTG 3310	Distribution Strategies- Intensive, Selective, Exclusive	Abshire	Main	Day	Various	Embedded questions	135	72.0	49	36	50
	Task Performed by Promotion Strategy						126	81.1	30	52	44
	Price Elasticity of Demand						135	66.3	79	46	10
	Pricing Strategies						135	67.8	62	55	18

