

MKTG3320 Consumer Behavior

Table 1
Assessment Results

| 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 3320 - Sections 01, 02, and 03 | Students will be able to summarize and explain the consumer behavior process, the consumer decision-making process, and external and internal factors that influence consumer behavior. | Gravois | Main | Day | Throughout Semester See Below for Dates | Embedded Exam Questions | 56-62 Marketing Majors | See Below | See Below | See Below | See Below |
| | ++ 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. | | | | Exam 1 9/21/16 | Embedded Exam Questions | 62 Marketing Majors | 76.3% | 11 | 44 | 7 |

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| | ++ Consumer Decision-Making Process -Explain the phases of the consumer decision-making process. -Identify, compare, and contrast types of consumer decision making. -Identify situational influences on consumer decision making. | Gravois | Main | Day | Exam 1 9/21/16 | Embedded Exam Questions | 62 Marketing Majors | 78.0% | 13 | 38 | 11 |
| | ++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. | | | | Exam 2 11/16/16 | Embedded Exam Questions | 56 Marketing Majors | 79.5% | 15 | 27 | 14 |

