MKTG3320 Consumer Behavior

Table 1												
				Assessm	nent Results		T					
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	Thoughout 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	

					Table 1 sment Resul	tc					
	Ba	ckground Inf	ormation	Asses	sillelli kesul	ıs		Result	ts of Assess	ments	
Course and Section No.	Learning Objective (and sub-objectives or concepts)	Instructor Last Name	Modalit y (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)
	++ 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	Marketir	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	N.4 a ul. a tii	79.5%	6 15	27	14

Table 1												
		_		Assess	ment Resul	ts						
Background Information							Results of Assessments					
Course and Section No.	Learning Objective (and sub-objectives or concepts)	Instructor Last Name	Modalit y (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)	
	++Internal Influences on Consumer Behavior -Define personality and brand personality. -Identify major personality traits that have been examined in consumer research.	Gravois	Main	Day	Exam 2 11/16/16	Embedded Exam Questions	56 Marketing Majors	79.2%	17	32	7	
	-Explain why lifestyles and psychographics are important to the study of consumer behavior. -Define self-concept and self-congruency 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.											