

MKTG3310

Online

These tables present both BBA and Marketing Majors.

<div>Table 1</div> <div>Assessment Results Marketing Majors</div>											
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 Sec. 21,22	LO1 Components of the Marketing Mix/The 4 P's The four interrelated decisions known as the marketing mix	Payne	Online		Final Exam	MC Questions Final Exam	5 MKTG Majors	99.02	0	0	5
	LO2 Strategies for entering the global marketplace							91.3	0	1	4
	LO3 Consumer Decision Making Process functional and psychological needs Universal, retrieval, and evoked sets							95.7	0	0	5
	LO4 Business to Business (B2B) Markets Derived demand							97.5	0	0	5
	LO 5 Market Segmentation Steps in developing the marketing plan							93.3	0	1	4
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	LO 6 Targeting and Positioning Strategies value proposition							94.0	0	1	4
	LO 7 Marketing Research Process Primary vs Secondary data							85.8	0	2	3
	LO8 Consumer Products Classification							91.3	0	1	4
	LO9 Characteristics Distinguishing Goods from Services							92.8	0	1	4
	LO10 Supply Chain Functions							89.7	0	1	4

Table 1
Assessment Results BBA

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MKTG 3310 Sec. 21,22	LO1 Components of the Marketing Mix/The 4 P's The four interrelated decisions known as the marketing mix	Payne	Online		Final Exam	MC Questions Final Exam	104 All Business Majors	95.4	1	14	89
	LO2 Strategies for entering the global marketplace							88	5	40	59
	LO3 Consumer Decision Making Process functional and psychological needs Universal, retrieval, and evoked sets							92.3	9	12	83
	LO4 Business to Business (B2B) Markets Derived demand							94	4	16	84
	LO 5 Market Segmentation Steps in developing the marketing plan							89.9	8	23	73

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	LO 6 Targeting and Positioning Strategies value proposition	Payne	Online		Final Exam	MC Questions Final Exam	104 All Business Majors	90.6	11	15	78
	LO 7 Marketing Research Process Primary vs Secondary data							82.7	12	45	47
	LO8 Consumer Products Classification							88	9	31	64
	LO9 Characteristics Distinguishing Goods from Services							89.4	7	26	71
	LO10 Supply Chain Functions							86.5	11	32	61

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	LO11 Distribution Strategies three levels of distribution intensity	Payne	Online		Final Exam	MC Questions Final Exam	104 All Business Majors	98.8	1	3	100
	LO12 Promotion Strategy Types of advertising							98.8	0	5	99
	LO13 Price Elasticity of Demand							85	13	34	57
	LO14 Pricing Strategies							95	4	12	88

