

achievement has been achieved and the additional material and allocation of more time to concepts may have benefited students. Students also demonstrated a good understanding of the Distribution concept by exceeding the 70% target level.

Across both types of courses, student performance could be much better in three areas: Supply Chain Functions, Characteristics that Distinguish Goods from Services, and Price Elasticity of Demand. In the face-to-face course, the average scores were 58.8%, 39.7%, and 68.8%, respectively. Therefore, they fell below the 70% target level. In the online course, these concepts scored at levels reaching the target of 70% but the scores are relatively lower as compared to other concepts. The first two concepts can be covered more often by weaving them into other topics of the course. Price Elasticity is a relatively simple concept and one that is covered in other required classes. To address this shortcoming, more time will be devoted to the coverage of this topic.

With respect to the Targeting and Positioning concept, in the online course student scores were above the target achievement level of 70% while they fell below that level in the face-to-face course.

 01 MKTG3310- BBA and Marketing Majors - Online - Table of Assessment Results

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ACTIONS for LO1: Students Will Be Able To Describe Marketing Core Concepts and Principles (MKTG3310)

Action Description

Fourteen marketing concepts and principles have been identified as essential for our business majors. This assessment reveals that students perform at various levels. Because these concepts and principles are essential, any prescriptions to improve performance should be applied to all of them. Therefore, students will be exposed to the concepts as often as possible in the context of other subjects examined in the course. For the initial introduction of a topic, additional time will be used in class. The topic will also be reviewed, again, during the following class period.

In addition, three concept areas will be covered more often. Students appear to have had poor performance in three areas: Supply Chain Functions, Characteristics that Distinguish Goods from Services, and Price Elasticity of Demand. The first two concepts can be covered more often by weaving them into other topics of the course. The third concept, Price Elasticity, is a relatively simple concept, covered in other required classes, and not likely to be integrated with other course topics. Therefore, more time will be devoted to the coverage of this topic when it is introduced to students.

Other actions for improvement include:

(1) State 14 objectives explicitly in syllabus and refer to them often.

(2) Many students do not purchase a textbook. Some student can do well by attending lectures and taking notes on PowerPoint slide; others need to read but do not have a text. An opportunity exist for students to have

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.