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03 MKTG 3320 Table of Assessment Results

Actions for LO2: Students Will Be Able To Summarize And Explain Consumer Behavior Concepts (MKTG3320)

Action Description

A hands-on classroom activity called "Make It Hedonic" was developed and has continued to work well to help students understand this topic. Working in small groups, students identify objects that they consider to provide utilitarian value and brainstorm ways to give each object hedonic value. The activity and the student-generated examples are involving and memorable and serve as a valuable springboard to discussion of other course concept connections. This "Make It Hedonic" activity is considered a "best practice" that will be used again and that could be used by others to influence favorable student learning outcomes.

An area of poor performance, revealed during Fall 2016, was that some students had difficulty conceptualizing consumer behavior outside of buying behavior, such as the recognizing that voting behavior is a form of consumer behavior. New examples will be created to more explicitly link voting to consumer behavior, such as examples of voting issues linked to the consumer decision-making process and situational influences on decision-making.

One area needing improvement is helping students better understand the concept of socialization. Some students only conceived of the term as "the act of being social" and did not fully understand the deeper meaning of the term as learning and acquiring knowledge, language, and social skills to conform to expected norms within a culture. New examples will be developed to help students better grasp these deeper meanings.

LO3: Students Will Be Able To Explain And Demonstrate Trust-Based Business-to-Business Relationship Selling Concepts

Learning Objective Description

Students will be able to explain the principles of trust-based business-to-business relationship selling and demonstrate techniques to determine customers' needs, address their concerns, and close sales.

The learning objective is represented in more detail by the following subjects.

++ Different Types of Personal Selling

-Define trust-based relationship selling.