

**Course Level Assessment**

**Principles of Marketing MKT 260**

**4/11/2008**

**Submitted by Seyed Mirkhani**

**Approved by Learner Outcomes Team May 16, 2008**



The purpose of this report is to present the methodology and findings for the course level assessment of Principles of Marketing (MKT 260). Principles of Marketing serves as a required core course in the Business Management program. This course examines the development of the institution, channels of distribution, functions, federal regulations and economics of marketing. To assure that Principles of Marketing is meeting its intended purpose in the curriculum and that students are in fact achieving the defined course learning outcomes identified on the Master Course Record Form (See Attachment A), this course was selected for a course level assessment project to discern attainment of specified learning outcomes across multiple class sections. This course also serves as a core course for business leadership majors.

## **Methodology**

Principles of Marketing course outcomes will be assessed on a cyclical basis over three years beginning with the fall 2007 semester. Each year, a minimum of four course learning outcomes will be selected for evaluation. Dependent upon assessment findings, some outcomes will be assessed over multiple years to validate effectiveness of changes in curriculum or course materials. Exam questions addressing the target learning outcomes serve as indicators of student attainment of course learning outcomes. These exam questions are incorporated across all sections of MKT 260 during the assessment cycle. The minimum performance standard is set at 80%. At least 80% of the students completing the common indicators administered via the course examination will select the correct response. In the event that the minimum performance standard is not met, the unmet learning outcome will be targeted for further monitoring. The results may also

trigger an evaluation of course materials supporting the learning outcome, revision of course materials or further curriculum revision.

In the fall 2007 semester, four course learning outcomes were selected for assessment for online and face-to-face sections of Principles of Marketing. The target learning outcomes include:

<b>Outcome 1:</b> Develop a marketing strategy
<b>Outcome 2:</b> Explain marketing environments
<b>Outcome 3:</b> Discuss the characteristics in a value chain
<b>Outcome 4:</b> Explain target marketing

To assess these learning outcomes, standard questions were administered. All students enrolled in these sections completed the standard questions. Twenty one students were included in this sample. The outcomes and corresponding indicators are listed in Figure 1. Results were compiled for each indicator denoting the percentage of students selecting the correct response for each indicator. Findings from the data for each outcome are presented in the results section of this report.

Learning Outcome	Indicator
<p><b>Outcome 1:</b> Explain marketing mix components</p>	<p><b>Question I.</b> <b>In developing a market strategy what strategies should be included in a firm's decision to select a target market</b></p> <ol style="list-style-type: none"> <li>1. price, production, delivery</li> <li>2. quantity, production, delivery</li> <li>3. price, promotion, distribution</li> <li>4. quality, promotion, distribution</li> </ol> <p>ANS: 3</p>
<p><b>Outcome 2:</b> Explain marketing environments</p>	<p><b>Question II.</b> <b>The marketing of goods and services from one organization to another is:</b></p> <ol style="list-style-type: none"> <li>1. consumer marketing</li> <li>2. business to business marketing</li> <li>3. organizational marketing</li> <li>4. service marketing</li> </ol> <p>ANS: 3</p>
<p><b>Outcome 3:</b> Describe product planning elements</p>	<p><b>Question III.</b> <b>Value chain includes the following</b></p> <ol style="list-style-type: none"> <li>1. designing, producing, marketing, delivering and support of products</li> <li>2. marketing, quality control, target marketing and analysis</li> <li>3. preparing, shipping, monitoring and support of products</li> <li>4. all the listed</li> </ol> <p>ANS: 1</p>

<p><b>Outcome 4:</b> Explain target marketing</p>	<p><b>Question IV.</b></p> <p><b>In developing a market strategy what strategies should be included in a firm's decision to select a target market?</b></p> <ol style="list-style-type: none"> <li>1. price, production, delivery</li> <li>2. price, place, promotion</li> <li>3. quantity, production, delivery</li> <li>4. quality, promotion, distribution</li> </ol> <p>ANS: 2</p>
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Figure 1: Assessed Outcomes and Indicators

## Results

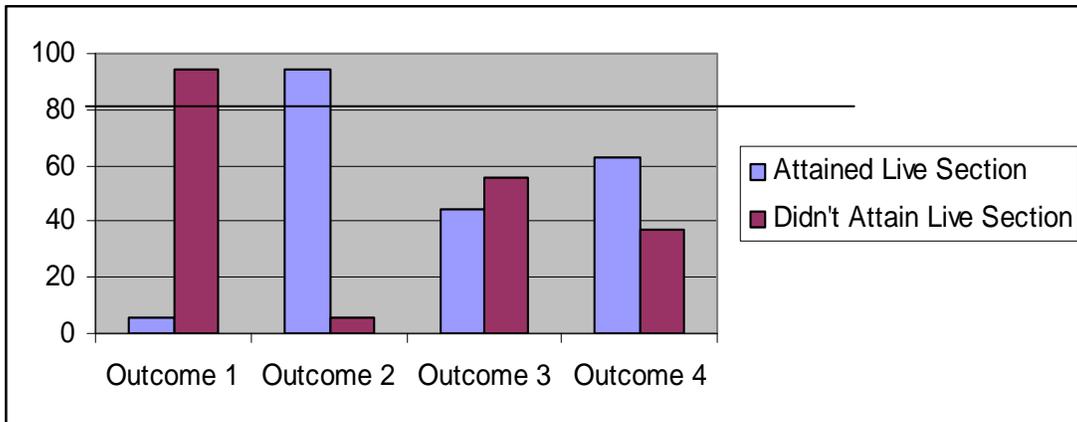
Based on the existing data, one of the four learning outcomes was met at the minimum performance standard (See Table 1). More than eighty percent of the students successfully completed the identified indicator for Learning Outcome two, fifty-seven percent of the students completed the identified indicator for Learning Outcome three and sixty-seven percent of the students completed identified indicator for outcome four. Only five percent of the students were able to answer question one, forty-four percent of face-to-face students were able to answer question three compared to hundred percent in online section. Online students outperformed face-to-face students in answering questions two, three and four. Both online and face-to-face sections of Principles of Marketing were taught by the same instructor.

Table 1: Distribution of Performance Standards for Outcomes 1 Through 4

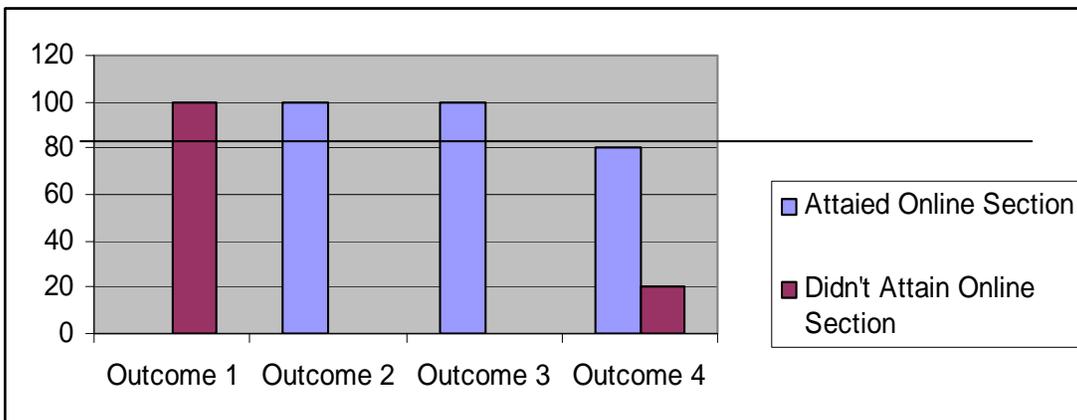
**(Principles of Marketing) MKT 260**

	<b>Question 1</b>	<b>Question II</b>	<b>Question III</b>	<b>Question IV</b>
<b>Online Section</b> <b>% of students</b> <b>who answered</b> <b>correctly</b> <b>N = 5</b>	<b>0/5 = 0%</b>	<b>5/5 = 100%</b>	<b>5/5 = 100%</b>	<b>4/5 = 80%</b>
<b>Live Section</b> <b>N = 16</b>	<b>1/16 = 6%</b>	<b>15/16 = 94%</b>	<b>7/16 = 44%</b>	<b>10/16 = 63%</b>
<b>Combined</b> <b>N = 21</b>	<b>1/21 = 5%</b>	<b>20/21 = 95%</b>	<b>12/21 = 57%</b>	<b>14/21 = 67%</b>

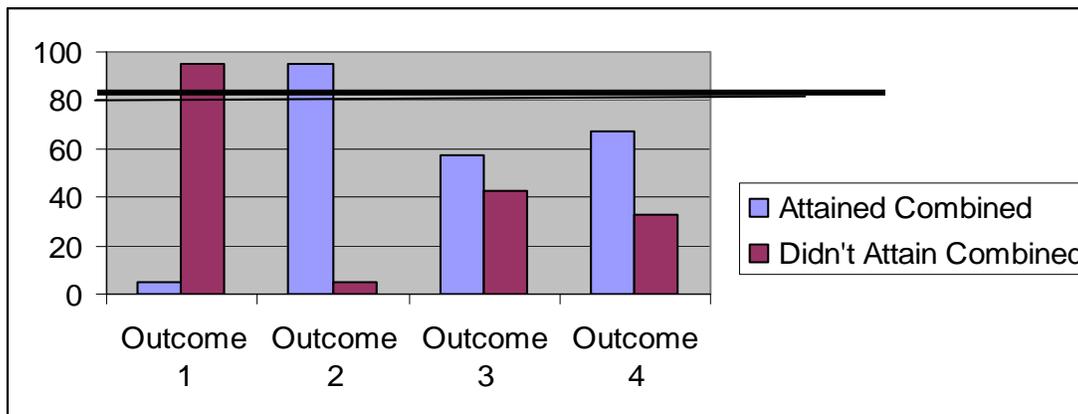
Live Section



Online Section



Combined



### Conclusion and Action Plan

Overall, students satisfactorily met the minimum performance standard established for one of the four target learning outcomes. However, it is important to note that as a pilot project, this does not establish a trend of success or failure for student achievement.

Course data will be collected and assessed on a continuous basis for the three year cycle to allow for assessment of more course outcomes incorporating a larger sample. More specific questions will be included in the assessment activities to measure student learning outcomes. At eight questions focusing on eight outcomes will be used to establish patterns and obtain a broader result and more emphasis will be placed on unmet outcomes.

These results will be discussed with the instructor who taught these sections. These results will also be presented to the instructor(s) who will teach this course in the future.

These and future assessment results will serve as the basis for determining need for course and course material revisions. Outcomes one, three and four will be targeted for future monitoring while more emphasis will be placed on outcome one.

**Eastern WV Community & Technical College  
Master Course Record**

<b>Course Prefix and Number:</b> MKT 260
<b>Course Title:</b> Principles of Marketing
<b>Recommended Transcript Title</b> Principles of Marketing
<b>Date Approved/Revised</b>
<b>Credit Hours:</b> 3 <b>Contact hours per week (Based on 15 week term):</b> <b>Lecture:</b> <b>Lab:</b>
<b>Prerequisite:</b> <b>Corequisite:</b> <b>Pre/Corequisite:</b>
<b>Grading Mode:</b> Letter
<b>Catalog Description:</b> This course examines the development of the institution, channels of distribution, functions, federal regulations, and economics of marketing.
<b>Course Outcomes:</b>  <ol style="list-style-type: none"> <li>1. Describe product planning elements</li> <li>2. Explain basic sales tasks</li> <li>3. Outline marketing's economic role</li> <li>4. Define integrated marketing communications</li> <li>5. Describe middlemen strategies</li> <li>6. Explain physical distribution</li> <li>7. Explain product adoption curve</li> <li>8. Explain product life-cycle</li> <li>9. Outline personal selling techniques</li> <li>10. Explain business customers' buying behavior</li> <li>11. List consumer market behavioral dimensions</li> <li>12. List consumer market demographic dimensions</li> <li>13. State marketing problems</li> <li>14. Solve marketing problems</li> <li>15. Describe marketing environments</li> <li>16. Analyze market segmentation</li> <li>17. Assess marketing's organizational role</li> <li>18. Explain channel systems development</li> <li>19. Outline marketing evolution stages</li> <li>20. Illustrate wheel of retailing theory</li> <li>21. Describe consumer product classes</li> <li>22. List organizational buying methods</li> </ol>

23. Outline product adoption process 24. Outline marketing research process 25. Describe promotion strategies 26. Explain marketing mix components 27. Define advertising 28. Analyze marketing ethical issues 29. Outline marketing management process 30. Explain marketing planning process 31. Describe pricing methods 32. Describe pricing policies 33. List pricing objectives 34. Define sales promotion 35. Analyze advertising media 36. Explain target marketing
<b>Implementation Cycle:</b> Fall
<b>Role in College Curriculum:</b> <input type="checkbox"/> <b>General Education Core</b> <input checked="" type="checkbox"/> <b>Technical Core (Business Management)</b> <input type="checkbox"/> <b>Restricted Elective</b> <input checked="" type="checkbox"/> <b>General Elective</b>
<b>Course Fee:</b> None
<b>Instructor's Qualifications:</b> Master's degree with 18 graduate level business credits
<b>Expanded Course Description:</b> Topics include strategic market planning, channels of distribution and logistics and customer relationship management.

Prepared by: Seyed Mirkhani, Academic Program Director for Business Technologies

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Signature, Title

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Date

Approved by:

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Dean, Academic Services

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Date

**Appendix B:  
Summary of Outcomes, Indicators, Performance Standards and Results**

<b>Course Level Assessment Pilot fall 2007 MKT 260 Principles of Marketing</b>				
<b>Learning Outcome</b>	<b>Indicator (Questions from exam fall 2007)</b>	<b>Percent of Correct Responses</b>	<b>Percent of Incorrect Responses</b>	<b>Performance Standard Met (80%)</b>
<b>Outcome 1:</b> Explain marketing mix components	<b>Question I.</b> <b>In developing a market strategy what strategies should be included in a firm's decision to select a target market</b>  1. price, production, delivery 2. quantity, production, delivery 3. price, promotion, distribution 4. quality, promotion, distribution  ANS: 3	Online 0% (0)	100% (5)	No
		Live 6% (1)	94% (15)	No
		Combined 5% (1)	95% (20)	No
<b>Outcome 2:</b> Describe marketing environments	<b>Question II.</b> <b>The marketing of goods and services from one organization to another is:</b>  1. consumer marketing 2. business to business marketing 3. organizational marketing 4. service marketing  ANS: 3	Online 100% (5)	0% (0)	Yes
		Live 94% (15)	6% (1)	Yes
		Combined 95% (20)	5% (1)	Yes
<b>Outcome 3:</b> Describe product planning elements	<b>Question III.</b> <b>Value chain includes the following</b>  1. designing, producing, marketing, delivering and support of products 2. marketing, quality control, target marketing and analysis 3. preparing, shipping, monitoring and support	Online 100% (5)	0% (0)	Yes
		44% (7)	56% (9)	No
		57% (12)	43% (9)	No

	<p>of products</p> <p>4. all the listed</p> <p>ANS: 1</p>			
<p><b>Outcome 4:</b> Define the process of selecting a target market</p>	<p><b>Question IV.</b></p> <p><b>In developing a market strategy what strategies should be included in a firm's decision to select a target market?</b></p> <p>1. price, production, delivery 2. price, , place, promotion 3. quantity, production, delivery 4. quality, promotion, distribution</p> <p>ANS: 2</p>	<p>Online 80% (4)</p> <p>Live 63% (10)</p> <p>Combined 67% (14)</p>	<p>20% (1)</p> <p>37% (6)</p> <p>33% (7)</p>	<p>Yes</p> <p>No</p> <p>No</p>