MKTG 3310 Fall 2013

Assessment and Closing the Loop Overview
Interim Report December 2013

Performance on Key Marketing Concepts

Data reported was collected from Dr. Abshire's 3 sections, Dr. Newbold's 3 sections and Mr. Payne's 3 sections during the Fall semester, 2013. Total students were 499.

Percentages represent average % of students who answered correctly on questions related to the subject matter embedded in multiple choice exams. Data were collected across 4 separate exams given throughout the course of the semester. In some cases, data were collected via a comprehensive exam over key topics.

MKTG 3310 Fall 2013
Summary of Scores on 15 Key Marketing Concepts
(Combination of 9 sections taught by Abshire/Newbold/ Payne; n = 499)

% Students Mastering	Key Marketing Concept #	Concept
		Overview
90	1	**Understand the marketing mix (4 P's)**
		Strategic Planning
80	2	**Understand segmentation and targeting**
		Ethics
80	3	**Understand the framework for ethical decision-making**
		Consumer Behavior
82	4	**Understand the consumer decision-making process overview**
		Globalization
77	5	**Understand the basic differences between domestic marketing strategy and global marketing strategy**
		Segmentation, Targeting and Positioning
70	6	**Understand the steps in the STP process**
		Marketing Information Systems/Market Research
87	7	**Understand the differences between primary and secondary research**
		Products and Brands, Product Strategy, Services
83	8	**Understand the types of consumer products: convenience, shopping, specialty**
83	9	**Key differentiators of products and services/ characteristics of services (4 I's)**
		Pricing
76	10	**Understand price elasticity of demand**
79	11	**Understand basic pricing strategies: penetration, status quo, skimming**
		Distribution
75	12	**Understand basic distribution strategies: intensive selective exclusive**
		Promotion
81	13	**Understand why IMC is important/ 4 elements of IMC**
81	14	**Understand the communication process**
83	15	**Understand the AIDA model**

Highlight indicates an area targeted for improvement through "closing the loop" processes.

Topic areas tentatively targeted for continuous improvement are:

1) Understanding the STP Process, and

2) Understanding basic distribution strategies: Intensive, Selective, Exclusive

Priorities for Improvement/ Methods for Improving Student Learning Outcomes

Findings and "closing the loop" ideas were discussed with Roger Abshire and John Newbold on May 6, 2013. These ideas were first tested during the Fall of 2012, and used again in the Fall 2013 semester.

The methods in the chart below were administered during the Fall of 2013 semester with mixed results.

Methods for Improvement	Concept #1: The Growth Matrix	Concept #2: Differentiators Between Products and Services
Method #1 **(Newbold)** **(See Attachments A and B for write-ups of results)**	Create a comprehensive mini-case whereby all of the growth strategies are employed (e.g., McDonald's)	Use a build-up approach: - Introduce the 4 key areas of differences - Go through an extended example of a product - Go through an extended example of a service - Summarize the differences as highlighted by the extended examples
Method #2 **(Newbold)** **(See Attachments A and B for write-ups of results)**	In the same class session, follow up the mini-case with a self-check exercise (e.g., a quiz, a game, etc.)	In the same class session, follow up the mini-case with a self-check exercise (e.g., a quiz, a game, etc.)
Method #3 **(Payne)** **(See Attachments C and D for examples of continuing case assignment and an in-class quiz on a specific topic)**	Continuing Case Study: Green Mountain Coffee	Continuing Case Study: Green Mountain Coffee

Further Activities to Improve the Assessment Process for MKTG 3310

Subsequent to the Fall semester 2013, a committee consisting of Newbold/ Abshire/ Payne will:

1) Review the success rates for all sections across the 15 Core Marketing Concepts, and

2) Review specific results related to special efforts to improve the learning on The STP Process and the Basic Distribution Strategies.