

Assessment Action Plan Form

Degree Program: Undergraduate Marketing

Reviewer(s): Satish Jayachandran, Chair, Marketing Department

Learning Goal 1: Students will demonstrate knowledge of consumer behavior, and how marketers strive to use an understanding of consumer behavior to promote effective marketing through advertising, product design, or promotions.

Date:

Assessment Activity/Course: Exam Questions, MKTG 351, Fall 2018

Current Success Criteria: Seventy-five percent of students are expected to receive an average score of 70% or higher on the set of multiple choice questions and problems on exams selected to assess knowledge of consumer behavior and marketers' use of consumer behavior.

Questions

What do the assessment results mean for the program? The objectives are being met.
As a result of this assessment, what actions will be taken to improve the curriculum, delivery, or other components of this program? No action will be taken
What could make the assessment of this learning goal more effective?
General Comments:

*** Please attach responses.**

RESULTS SUMMARY, LG1, MKTG 351 (GUHA, YANG)

	Instructor 1 Percent Correct	Instructor 2 Percent Correct	Average Percent Correct
Q1	85.85%	90.70%	88.27%
Q2	52.83%	86.05%	69.44%
Q3	83.02%	100.00%	91.51%
Q4	68.87%	74.42%	71.64%
Q5	93.40%	93.02%	93.21%
Q6	90.57%	83.72%	87.15%
Combined	79.09%	87.98%	83.54%