

# Assessment Action Plan Form

**Degree Program:** Undergraduate Marketing

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

**Learning Goal 2:** Students will develop an understanding of the internal and external factors that influence consumer choice.

**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 understanding of the internal and external factors that influence consumer choice.

## 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 required.
What could make the assessment of this learning goal more effective?  
General Comments:  

\* Please attach responses.

## RESULTS SUMMARY, LG2, MKTG 351 (GUHA, YANG)

	Instructor 1 Percent Correct	Instructor 2 Percent Correct	Average Percent Correct
Q1	98.21%	93.02%	95.62%
Q2	72.64%	58.14%	65.39%
Q3	97.77%	88.37%	93.07%
Q4	100.00%	97.67%	98.84%
Combined	92.16%	84.30%	88.23%