

Assessment Action Plan Form

Degree Program: Undergraduate Marketing

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

Learning Goal 3: Students will be able to conduct marketing research, which will include the design and administration of questionnaires, an understanding of sampling techniques, and how to collect, clean, and code data.

Date:

Assessment Activity/Course: Exam Questions, MKTG 352, 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 the ability to conduct marketing research.

Questions

What do the assessment results mean for the program?

Though close to meeting learning goal, further progress required.

As a result of this assessment, what actions will be taken to improve the curriculum, delivery, or other components of this program?

Faculty will review the curriculum and make changes as required.

What could make the assessment of this learning goal more effective?

General Comments:

*** Please attach responses.**

RESULTS SUMMARY, LG3, MKTG 352 (AGHAIE)

Version A Question Equivalent	LG	n	# Correct A	# Correct B	% Correct
8	3	39	12	15	69.23%
23	3	39	10	10	51.28%
27	3	39	18	18	92.31%
28	3	39	9	12	53.85%
29	3	39	15	17	82.05%
30	3	39	14	13	69.23%
32	3	39	9	5	35.90%
35	3	39	13	14	69.23%
36	3	39	14	17	79.49%
37	3	39	14	14	71.79%
38	3	39	16	18	87.18%
39	3	39	11	9	51.28%
40	3	39	16	18	87.18%
41	3	39	12	13	64.10%
42	3	39	11	8	48.72%
43	3	39	16	14	76.92%
44	3	39	14	17	79.49%
45	3	39	6	5	28.21%
46	3	39	14	13	69.23%
47	3	39	19	17	92.31%
48	3	39	8	9	43.59%
50	3	39	17	20	94.87%

	Percent Correct	# of Questions with >=70% Correct
LG3 Overall	68.07%	10 of 22 (45.45%)