

Assessment Action Plan Form

Degree Program: Undergraduate Marketing

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

Learning Goal 6: Students will develop an understanding of the strategic marketing management planning process.

Date:

Assessment Activity/Course: Essay Question, MKTG 465, 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 strategic marketing management planning process, and the ability to integrate and apply these concepts.

Questions

What do the assessment results mean for the program? Learning goal 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
What could make the assessment of this learning goal more effective?
General Comments:

*** Please attach responses.**

RESULTS SUMMARY, LG6, MKTG 465 (KALAIGNANAM, REHLING, SOTIRES)

	n	Average Score (Out of 10)	Average Score as %
Instructor 1, Section 1	52	9.12	91.20%
Instructor 1, Section 2	56	9.35	93.50%
Instructor 2	56	9.5	95.00%
Instructor 3, Section 1	15	8.8	88.00%
Instructor 3, Section 2	30	9.2	92.00%
Combined	209	9.194	91.94%
Weighted Average		9.271961722	92.72%