

Form 201BC: Assessment Report Form for Instructional Programs

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**Outcomes**

List the outcome(s) being assessed

Students will:

Upon completion of this course, a student should:

1. Demonstrate knowledge of basic business and marketing principles and concepts, 1, 2, 3, 4, 5 (Assessment instrument numbers).
2. Demonstrate knowledge of business and marketing activities in profit and not-for profit organizations and in the environments they operate, 7, 8, 9, 19, 20 (Assessment instrument numbers).
3. Be able to identify problems in both familiar and unfamiliar settings and solve those problems through the application of business and marketing strategies, 24, 25, 28, 29 (Assessment instrument numbers).
4. Understand interpersonal and group dynamics in business and marketing environments, 31, 32, 33, 34, 35, 36, 37, 38 (Assessment instrument numbers).
5. Show basic understanding of how products, services and ideas flow in the marketplace and the application of marketing mix strategies to identified target markets, 41, 42, 43, 44, 45, (Assessment instrument numbers).
6. Be able to synthesize the functional areas of marketing to resolve marketing problems, deliver value to customers and make decisions, 46, 47, 48, 49, 50 (Assessment instrument numbers).

(Expanded question # 1,)

**Method of Assessment**

List the assessment instrument(s) and explain the administration procedures.

The outlined students' outcomes have been categorized into five areas, namely, Content Knowledge, Communication Skills, Interpersonal & Interaction Skills, Analysis Skills and Ethical Skills.

**Assessment Findings. More than 70 percent scored above the C grade.**

1. More than 85% of the students demonstrated their understanding of the basic marketing principles and concepts. Most also did well in terms of application of those concepts.
2. Most of the students understood how products, services, and ideas flow in the market place but many can not always identify appropriate marketing mix variable under consideration.
3. The majority of the students also understood how business and marketing activities could be performed in profit and not-for profit organizations as well as deliver value to customers.

( MKTG 4820)

1. The majority of the students (more than 90%) understood how products flow in the marketplace and can apply marketing mix strategies to identified target markets.
2. Use of marketing research techniques have been demonstrated by students as tools to analyze industry and market trends, present tables, charts, and make sound marketing and promotional decisions.
3. A modest percentage of the students (about 75%) understand entry and operating strategies of multinational companies (MNCs) in the international and global market arena.
4. The outcome of item 2 above is improvement in students' writing, communications and presentation skills.

## Recommendations

1. Application of marketing concepts in real life situation should be emphasized as much as the theory.
2. Group and individual assignments should be encouraged as one of the ways to promote both understanding and team learning.
3. All those activities that positively reinforce learning and other behavioral changes will continue to be applied and changes in learning will be gauged in the final report.

### Decision-making Using Findings

Since 2009, students are involved in some entrepreneurial initiatives that expose them to the business world and hands-on training..

Moreover, students have access to the college's computer laboratory where they can do their assignments. Other changes that have taken place include re-numbering of courses, introduction of guest speakers and the involvement of career development officers who come to talk to students about job prospects and how to succeed in the corporate world.

### Demonstrating Improved Learning

Students improvement in learning is well demonstrated from the two tests that show improvement from the base tests.

Analysis of Results (MKTG 3110)

Test: Average Class Score: Std. Deviation

1	54.07	8.91
2	77.03	7.68

The first test shows a class average of 55 % with a standard deviation of 8.91, while the second has an average class score of 77% with a std. deviation of 7.68. In other words, class performance improved by more than 42%. In International Marketing (MKTG 4820), there was also improvement in students performance as shown below..

#### Analysis of Results

Test: Average Class Score: Std. Deviation

1.	55.96	8.66
2.	72.71	4.31

Analysis of the tests shows average class score in test one was 60% and that of the second test was 77.71%. This shows improvement in student learning by 30%. The two sets of data have shown how student learning has been on the increase.

### Publicizing Student Learning

Local newspapers as well as university Tempo do carry news about how well CSU SIFE team perform in their regional competition. Such performance is an embodiment of Communication Skills, Interpersonal & Interaction Skills, as well as Content knowledge. These students are from the College of Business.

Through bill- boards, e-mail to the university community, during advisory board meetings, and college town hall meetings, the dean of the College of Business disseminates information regarding our students' achievements. Students' achievements are also made known to the University Board of Trustees (BOT) in their meeting.

### Accomplishments and Challenges

Many students demonstrate their eagerness to participate in the assessment process because they realize the importance of the exercise. This also provides them an avenue through which their views, opinions and input in the college curriculum and other vital issues can be effective.

Some of the challenges faced by students include how to effectively balance their differing onerous roles as full time mother, worker, and student at the same time. Equally challenging to them is how to maintain, or improve their cumulative grade point average to graduate on time. The traditional students are faced with the problem of performing very well to secure an internship position that may guarantee future employment.