

ASSESSMENT REPORT MKTG 2009/10

Program: Marketing Program in the College of Business

Student outcomes in Principles of Marketing (MKTG 3110) with Assessment Instruments' Numbers).

Upon completion of this course, a student should be able to:

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 10, 12, 13, 14 (assessment instrument numbers).
3. Show basic understanding of how products, services and ideas flow in the market place and the application of marketing mix strategies to identified target markets 21,22, 23,24, 25, 26, 27, 30 (assessment instrument numbers).
4. Present and communicate ideas confidently and logically in verbal and written forms. (various class assignments, individual, and group presentations supplemented by 20, 30,38, 40, 42 (assessment instrument numbers).

Analysis of Result

Average Class Score: 76
Std.Deviation: 12.25
Number of students: 34

Item analysis of the first 25 questions shows the following:

Question Number: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

Wrong responses (%): 15, 30, 35, 10, 50, 70, 50, 30, 45, 55, 45, 5, 65

Question Number: 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25

Wrong responses (%): 15, 50, 50, 90, 45, 35, 40, 5, 35, 0, 35, 60

A closer look at the result indicates that all the students were right in question 23, while almost all the students (95%) got questions 12, and 21 right. On the other hand, 90% of the students got question 17 wrong, followed by question 6 with 70% and 19 with 35%. The primary purpose of the transporting and storing functions of marketing is to overcome spatial separation (#6).

When Scott Paper uses many middlemen to reach its target markets, Place as one of the four marketing mix variables is being considered. (#17).

Tropicana is trying to get its customers to drink orange juice more often with ads that say “It’s not just for breakfast anymore.” Tropicana is pursuing market penetration opportunity (#25).

Accepting the “marketing concept” means that a firm should have a marketing instead of sales or production orientation (#10).

Findings

1. While many of the students understand the basic marketing terms and concepts, some are still grappling with them in terms of application.
2. Most of the students show basic understanding of how products, services, and ideas flow in the market place but do not always identify the particular marketing mix variable under consideration.
3. The majority of the students can demonstrate their knowledge and understanding of business and marketing activities in profit and not-for-profit organizations.

Recommendations

1. Laying a strong foundation at the beginning of the course through use of illustrations will be beneficial to the students.
2. Individual and group assignments and/or presentations should be emphasized and encouraged with appropriate reward systems.
3. Use of cases to enhance students’ communication, analytical, and presentation skills is strongly recommended.