

# BSBA Marketing Assessment AY 2018-2019

## *Phase 1: Assessment Plan*

### **Learning Outcome assessed:**

#### **BSBA Learning Outcome 10: Marketing**

Following the recommendations resulting from the 2015-2016 assessment, the Marketing Department updated its learning outcome (shown below) and developed a more robust assessment tool with specific questions covering the topics of Product and Price, as well as Promotion and Place.

BSBA LO 10: "Students will be able to identify the core concepts of marketing – price, product, place, and promotion."

### **Assessment Method:**

The Marketing Department delivered its assessment via an end-of-course questionnaire to 173 students, across 6 sections of Bus. 302 (Principles of Marketing) in the Fall'18.

### **Targeted Performance (based on rubrics):**

The Marketing Department set the following AOL targets:

- Meets expectations: 75% of students will correctly answer 70%, or more, of all questions
- Exceeds expectations: 50% of students will correctly answer 80%, or more, of all questions

### **Evaluation Process:**

As an improvement to 2015-2016, the Marketing Dept developed a 20-question assessment that required students to demonstrate their learning with more questions dedicated to each of the 4P's.

The original 20 questions were developed by Prof. J. O'Meara in September'18 and shared with 5 professors teaching Bus 302; including tenured, term and adjunct faculty. The assessment questionnaire was further refined and piloted in October. Based on this feedback a final assessment questionnaire was developed for implementation in Fall'18. Note: the Department agreed that a separate assessment (i.e. not delivered via an in-course exam) would reduce variability between sections of Bus. 302. The final assessment was delivered via a mobile version of Qualtrics to 173 students across 6 sections of Bus. 302 in Nov/Dec'18.

### **Rubric:**

Student performance was based on the number of correct answers across 20 questions:

- Meets Expectations = students answer 14 or more of 20 questions correctly
- Exceeds Expectations = students answer 16 or more of 20 questions correctly

**Course where learning outcome was assessed:**

The Marketing Department assessed LO 10 across 6 sections of Bus. 302; Sec. 1, 3, 4, 5, 7, 8

**Evaluator(s):**

Professors J. O’Meara and B. Mohan

***Phase 2: Results Assessment and Planned Action***

**BSBA Marketing Assessment Results:**

The following table summarizes the performance of 173 students across the entire 20-question assessment.

	Meets Expectations (14+ correct)	Meets Expectations (75% target)	Exceeds Expectations (16+ correct)	Exceeds Expectations (50% target)	Below Expectations (<14 correct)
Student Performance	143	83%	111	64%	30

These results show that 83% of students (143 out of 173 total students) correctly answered at least 70% (14 or more) of 20 questions. This surpassed the Department’s “Meets Expectations” target of 75% by 8 percentage points.

Further, 64% of students (111 out of 173 total students) correctly answered at least 80% (16 or more) of 20, questions. This surpassed the Department’s “Exceeds Expectations” target of 50% by 14 percentage points.

**BSBA Marketing Assessment Detail:**

The following table provides detailed results for 173 students for each of the 20 questions included in the assessment.

Section & Question*	Correct Responses	% Correct	Ave. % Per Section	Exceeds Expectations (4+ correct)
Product			86	82
1	155	90		
2	149	86		
3	155	90		
4	123	71		
5	161	93		
Price			83	79
6	155	90		
7	152	88		
8	103	60		
9	158	91		
10	150	87		
Promotion			78	69
11	163	94		
12	121	70		
13	131	76		
14	103	60		
15	153	88		
Place			67	51
16	96	55		
17	150	87		
18	69	40		
19	151	87		
20	116	67		

*\*Note: Refer to the "BSBA Marketing Assessment Questions" (see below) for further detail.*

There were no specific goals set per section as it was felt that there were too few questions (only 5) for proper assessment. However, if we apply the same Exceeds Expectations target (i.e. 50% of students answer at least 80% of questions correctly), we see that students surpassed this benchmark across all four sections. But a deeper evaluation reveals that students performed least well on Place/distribution, with only 51% of students Exceeding Expectations. This finding is further confirmed when looking at the results for individual Place/distribution questions, e.g. 16, 18.

### ***Suggested Action:***

Following the delivery of this assessment all professors met in January'19 to review and discuss the detailed results. Based on this evaluation the Marketing Department felt that:

- The change in LO 10 was an improvement vs. prior years as it tested student learning across all 4P's, and not just Product and Price.
- A more robust, 20-question test provided a better assessment of student learning as it allowed for more in-depth coverage of each "P". In 2015-2016 the topics of Product and Price were evaluated using just 3 questions per topic.
- Developing a standardized questionnaire that was delivered to all students at the same time of year, provided a more uniform test of student learning while reducing unnecessary variability of results across class sections.
- Delivering the assessment, via Qualtrics on students' mobile/laptop devices, made it easy for students to complete the test, while also providing an easy-to-replicate process for the Marketing Dept in future semesters.

Based on student performance against LO 10 the Marketing Department agreed to:

- Maintain the current LO 10 wording:
  - "Students will be able to identify the core concepts of marketing – price, product, place, and promotion."
- Maintain the current Meets & Exceeds goals:
  - Meets Expectations = 75% of students will answer 70%, or more, of 20 questions correctly
  - Exceeds Expectations = 50% of students will answer 80%, or more, of 20 questions correctly
- Maintain the 20-question standardized format, while clarifying and/or updating the wording on specific questions where students performed less well, e.g. Place/distribution
  - Additionally, department professors will update their collective teaching practices in order to improve student learning on key subject matter, e.g. Place/distribution.
- Maintain the same delivery vehicle (i.e. Qualtrics survey via students' mobile/laptop devices) for future assessments

### ***Phase 3: Closing the Loop***

To address the improvements cited above department professors will hold a follow-up work session in Spring'19 where they will (a) consider how to adjust/strengthen the wording of specific questions, and (b) share best teaching practices on specific modules where students performed less well, specifically in the area of Place/distribution.

Following this work session, the Marketing Department will close the loop by updating its teaching practices on core topics, e.g. Place/distribution, and strengthening the wording of specific questions on its assessment tool in the coming year. This revised assessment, incorporating the improvements cited above, will be ready for use in Fall'20.

## **Appendix:**

### **BSBA Marketing Assessment Questionnaire: Fall'18**

Note: correct answers high-lighted in red

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#### Start of Block: Product

1 Companies can market which of the following ...

- a. physical goods and intangible services (1)
  - b. causes and people (2)
  - c. locations and experiences (3)
  - d. all the above (4)
- 

2 When a company introduces a new product it typically progresses through multiple stages, including Introduction, Growth, Maturity and Decline. Taken together these stages are referred to as the ...

- a. New Product Adoption Curve (1)
  - b. Product Portfolio (2)
  - c. Total Product Diagram (3)
  - d. Product Life Cycle (4)
-

3 Honda Corp. manufactures and sells many types of cars, motorcycles, ATV's, lawn & riding mowers, outboard motors, generators and heavy-duty equipment. We refer to each group of similar items as a product line, and we refer to the collection of all these product lines together as Honda's ...

- a. New Product Adoption Curve (1)
  - b. Product Portfolio (2)
  - c. Total Product Diagram (3)
  - d. Product Life Cycle (4)
- 

4 The value of the entire stream of purchases a customer will make during their patronage is referred to as ...

- a. Return on investment (1)
  - b. Customer lifetime value (2)
  - c. Customer relationship management (3)
  - d. Market exchange (4)
- 

5 When marketing a product or service to consumers, companies also have an ethical obligation to consider the impact of their efforts on vulnerable segments of society such as the elderly, young children, and the like. T / F?

- True (1)
- False (2)

End of Block: Product

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Start of Block: Pricing

6 Using the buyer's perception of worth, not the seller's cost, as the basis for pricing is more accurately referred to as ...

- a. Cost-based pricing (1)
  - b. Value-based pricing (2)
  - c. Competition-based pricing (3)
  - d. None of the above (4)
- 

7 \_\_\_\_\_ is the price at which total costs match total revenues, and there is no profit to be earned by the company?

- a. Cost-based pricing (1)
  - b. Value-based pricing (2)
  - c. Break-even pricing (3)
  - d. None of the above (4)
- 

8 The pricing strategy that starts by setting a high initial price so that only customers with more purchasing power can buy the product; followed by gradual price reductions that allow more price-sensitive customers to buy is more commonly referred to as ...

- a. Penetration Pricing (1)
  - b. Break-even pricing (2)
  - c. Price Discrimination (3)
  - d. Price Skimming (4)
-

9 When setting a company's prices a smart manager should take into account the ...

- a. Company's marketing objectives (1)
  - b. External economic conditions (2)
  - c. Government regulations (3)
  - d. All the above (4)
- 

10 The Robinson Patman Act prevents unfair price discrimination in the U.S. by ensuring the seller offers the same pricing terms to customers at a given level of trade.

- True (1)
- False (2)

End of Block: Pricing

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Start of Block: Promotion

11 The promotion mix is a specific blend of activities that a company uses to achieve its marketing goals and includes which of the following ...

- a. Advertising (1)
  - b. Public relations (2)
  - c. Personal selling (3)
  - d. Direct marketing (4)
  - e. All the above (5)
-



12 \_\_\_\_\_ is any paid form of non-personal communication of ideas, goods, or services by an identified sponsor.

- a. Advertising (1)
  - b. Public relations (2)
  - c. Personal Selling (3)
  - d. Direct marketing (4)
  - e. None of the above (5)
- 

13 \_\_\_\_\_ refers to all short-term incentives used to encourage purchases of a product or service?

- a. Buzz marketing (1)
  - b. Personal Selling (2)
  - c. Sales promotion (3)
  - d. Direct marketing (4)
- 

14 The #1 medium in terms of advertising expenditures in the U.S. is ...

- a. TV (1)
  - b. Digital (2)
  - c. Print (3)
  - d. Radio (4)
-

15 Unlike regular for-profit businesses, public service and non-profit organizations like the Red Cross do not need to use marketing or promotion activities to advance their causes.

- True (1)
- False (2)

End of Block: Promotion

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Start of Block: Place

16 A \_\_\_\_\_ refers to the entire set of marketing intermediaries who move goods from the manufacturer to the final consumer.

- a. Distribution center (1)
  - b. Supply chain (2)
  - c. Distribution channel (3)
  - d. Franchise (4)
- 

17 Types of intermediaries that operate between manufacturers and final customers include all of the following ...

- a. Wholesalers (1)
  - b. Agents & brokers (2)
  - c. Retailers (3)
  - d. All the above (4)
-

18 Companies that control all or most of the distribution activities, from sourcing, to production, to retailing, are referred to as \_\_\_\_\_ companies.

- a. Vertically integrated (1)
  - b. Horizontally integrated (2)
  - c. Indirect (3)
  - d. Multi-channel (4)
- 

19 Nike choosing to sell its products both online and through conventional brick & mortar retail stores is a perfect example of ...

- a. Direct distribution (1)
  - b. Indirect distribution (2)
  - c. Disintermediation (3)
  - d. Multi-channel distribution (4)
- 

20 When selling extremely expensive premium goods, such as jewelry or luxury automobiles, a marketer would most likely pursue which distribution strategy?

- a. Intensive distribution (1)
- b. Selective distribution (2)
- c. Exclusive distribution (3)
- d. None of the above (4)

End of Block: Place