

COURSE SLO ASSESSMENT REPORT, SCC

Department: Business Course: Mktg 115 – Consumer Behavior

Year: 2011 Semester: Fall

1) Outcome to be assessed	2) Means of assessment and criteria of success	3) Summary of data collected	4) Analysis of data	5) Plan of action/what to do next
<p>Be able to recognize and identify common purchase behaviors exhibited by consumers.</p>	<p>Self assessment and project analysis.</p>	<p>94% students achieved this outcome</p>	<p>94% students achieved this outcome; 6% students were unable to do this half the time or less. This objective was mostly met but could use some improvement</p>	<p>Improve presentation of materials and individual help for student.</p>
<p>Students will be able to identify different types of shoppers and which marketing strategies are geared to each.</p>	<p>Self assessment and project analysis.</p>	<p>91% of students achieved this outcome</p>	<p>91% of students achieved this outcome – 9% were unable to do this adequately. This objective was mostly met but could use some improvement</p>	<p>Improve individual help for students who are struggling with this objective and provide more individual explanations and examples.</p>

<p>Be able to recognize and identify different types and stages of purchase decisions and the cultural, societal and other factors influencing those decisions.</p>	<p>Self assessment and project analysis.</p>	<p>89% of students achieved this outcome</p>	<p>89% of students achieved this outcome – 11% were unable to do this adequately. This objective was mostly met but could use some improvement</p>	<p>Improve presentation of materials and individual help for student. Provide more individual explanations and examples.</p>
<p>Be able to apply marketing principles to identify and influence target markets of an organization.</p>	<p>Self assessment and project analysis.</p>	<p>100% demonstrated the ability to do this</p>	<p>100% demonstrated the ability to do this and have achieved this objective. This objective was met to a satisfactory level</p>	<p>Continue to monitor student understanding and ability to apply the concepts</p>
<p>They will learn how marketers use research to distinguish one niche market from another.</p>	<p>Self assessment and project analysis.</p>	<p>89% of students achieved this outcome</p>	<p>89% of students achieved this outcome – 11% were unable to do this adequately. This objective was mostly met but could use some improvement</p>	<p>Improve presentation of materials and individual help for student. Provide more individual explanations and examples.</p>
<p>Learn to recognize and identify marketing campaigns and the strategies used to entice them to buy products in their daily lives.</p>	<p>Self assessment and project analysis.</p>	<p>100% demonstrated the ability to do this</p>	<p>100% demonstrated the ability to do this and have achieved this objective. This objective was met to a satisfactory level</p>	<p>Continue to monitor student understanding and ability to apply the concepts</p>

<p>Students will be able to distinguish between wants and needs, recognize emotional “triggers” used in mktg & understand how persuasion is accomplished through marketing tactics.</p>	<p>Self assessment and project analysis.</p>	<p>97% of the students demonstrated the ability to distinguish between wants & needs – 94% achieved the second half of the objective, identifying emotional triggers & explaining how persuasion is accomplished in mktg.</p>	<p>The first part of this objective was met to a satisfactory level; the second half was mostly met but could use improvement</p>	<p>Continue to monitor student understanding and ability to apply the concepts. Improve presentation of materials explaining the second half of the objective and provide more examples.</p>
<p>Learn about careers in marketing and recognize differences between career paths within the field.</p>	<p>Self assessment and project analysis.</p>	<p>91% were able to identify careers and career paths within the field</p>	<p>91% achieved this learning outcome – 9% were not able to do this adequately. This objective was mostly met but could use some improvement</p>	<p>Improve presentation of materials and provide more examples.</p>