

Course Student Learning Outcomes Assessment

MKTG 115 Consumer Behavior

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General Information (Course Student Learning Outcomes Assessment)

Standing Requirements

📖 Course Description

The investigation and analysis of why consumers select purchase use and dispose of goods and services to satisfy their personal and household needs.

📖 Course Student Learning Outcomes

MKTG 115 Consumer Behavior Outcome Set

| Outcome | |
|---|--|
| Outcome | Mapping |
| <p>Outcome 1 Be able to recognize and identify common purchase behaviors exhibited by consumers. Students will be able to identify different types of shoppers and which marketing strategies are geared to each.</p> | <p>Institutional Student Learning Outcomes: Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3</p> |
| <p>Outcome 2 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>Institutional Student Learning Outcomes: Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3</p> |
| <p>Outcome 3 Learn to recognize and identify marketing campaigns and the strategies used to entice them to buy products in their daily lives. Students will be able to distinguish between wants and needs, recognize the emotional "triggers" used in marketing and understand how persuasion is accomplished through various marketing tactics.</p> | <p>Institutional Student Learning Outcomes: Communicate 1, Communicate 2, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3</p> |
| <p>Outcome 4 Demonstrate knowledge of careers in marketing and recognize differences between career paths within the field.</p> | <p>Institutional Student Learning Outcomes: Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3</p> |

2014-2015 Assessment Cycle

Measurements

Outcomes and Measures

MKTG 115 Consumer Behavior Outcome Set

Outcome

Outcome 1

Be able to recognize and identify common purchase behaviors exhibited by consumers. Students will be able to identify different types of shoppers and which marketing strategies are geared to each.

▼ **Measure: SLO #1**
Course level; Direct - Other

Description of Measurement Tool: End of class assessment and project analysis.

Criteria for Success: Individual & Collective Student Criterion: Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Department Chair and Instructor

Outcome 2

Be able to recognize and identify different types and stages of purchase decisions and the cultural, societal and other factors influencing those decisions.

▼ **Measure: SLO #2**
Course level; Direct - Other

Description of Measurement Tool: End of class assessment and project analysis.

Criteria for Success: Individual & Collective Student Criterion: Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective.

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Department Chair and Instructor

Outcome 3

Learn to recognize and identify marketing campaigns and the strategies used to entice them to buy products in their daily lives. Students will be able to distinguish between wants and needs, recognize the emotional "triggers" used in marketing and understand how persuasion is accomplished through various marketing tactics.

▼ **Measure: SLO #3**
Course level; Direct - Other

Description of Measurement Tool: End of class assessment and project analysis.

Criteria for Success: Individual & Collective Student Criterion: Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective.

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Department Chair and Instructor

Outcome 4

Demonstrate knowledge of careers in marketing and recognize differences between career paths within the field.

▼ **Measure: SLO #4**
Course level; Direct - Other

Description of Measurement Tool: End of class assessment and project analysis. Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment

and/or projects related to this objective.

Criteria for Success: Individual & Collective Student Criterion: End of class assessment and project analysis. Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective.

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Department Chair and Instructor

 Findings

Finding per Measure

MKTG 115 Consumer Behavior Outcome Set

Outcome

Outcome 1

Be able to recognize and identify common purchase behaviors exhibited by consumers. Students will be able to identify different types of shoppers and which marketing strategies are geared to each.

▼ **Measure: SLO #1**
Course level; Direct - Other

Description of Measurement Tool: End of class assessment and project analysis.

Criteria for Success: Individual & Collective Student Criterion: Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Department Chair and Instructor

Findings for SLO #1

Summary of Findings: 25 students completed the class and all but one earned a passing grade for the course based on project work. 25 students also completed essay questions at the end of class related to this SLO.

Results: Criteria for Success Achievement Status: Not Met

Analysis of Findings: 10 out of 27 students were not able to describe common purchase behaviors without a prompt, although all recognized them when prompted. 22 could identify types of shoppers and describe marketing strategies geared to each. 63% of students met the 1st part of this SLO and 82% met the 2nd part of the objective. Needs work.

Recommendations: Revise materials to reinforce the common purchase behaviors and will assign more project work on the topic of common purchase behaviors.

Outcome 2

Be able to recognize and identify different types and stages of purchase decisions and the cultural, societal and other factors influencing those decisions.

▼ **Measure: SLO #2**
Course level; Direct - Other

Description of Measurement Tool: End of class assessment and project analysis.

Criteria for Success: Individual & Collective Student Criterion: Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective.

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Department Chair and Instructor

Findings for SLO #2

Summary of Findings: 27 students completed project work relating to this SLO and 25 students also completed essay questions at the end of class assessing the same objectives.

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: 21 out of 27 students were able to satisfactorily answer the essay questions and did project work related to this objective. 78% of students met the criteria of success so this objective was met

Recommendations: Continue to monitor student understanding of this objective.

Outcome 3

Learn to recognize and identify marketing campaigns and the strategies used to entice them to buy products in their daily lives. Students will be able to distinguish between wants and needs, recognize the emotional "triggers" used in marketing and understand how persuasion is accomplished through various marketing tactics.

▼ **Measure:** SLO #3
Course level; Direct - Other

Description of Measurement Tool: End of class assessment and project analysis.

Criteria for Success: Individual & Collective Student Criterion: Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective.

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Department Chair and Instructor

Findings for SLO #3

Summary of Findings: 27 students completed project work relating to this SLO and 25 students also completed essay questions at the end of class assessing the same objectives.

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: All students, 27 out of 27, demonstrated the ability to recognize and identify marketing campaigns & strategies used to entice them to buy products. This objective was met

Recommendations: Continue to monitor student understanding of this objective.

Outcome 4

Demonstrate knowledge of careers in marketing and recognize differences between career paths within the field.

▼ **Measure:** SLO #4
Course level; Direct - Other

Description of Measurement Tool: End of class assessment and project analysis. Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective.

Criteria for Success: Individual & Collective Student Criterion: End of class assessment and project analysis. Criteria of success is that 75% of students will meet the objective with satisfactory answers on the assessment and/or projects related to this objective.

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Department Chair and Instructor

Findings for SLO #4

Summary of Findings: 27 students completed project work relating to this SLO and 25 students also completed essay questions at the end of class assessing the same objectives.

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: 100% of students were able to distinguish between wants and needs; 88% [21 out of 27] could describe the emotional triggers and how persuasion is accomplished. This objective was met.

Recommendations: Continue to monitor student understanding of this objective.

Overall Recommendations

No text specified

 **Plans of Action**

 **Status Reports**

2013-2014 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**

2012-2013 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**