

Assessment: Course Four Column



Courses (BUS) - Marketing

MKT 127: Introduction to Retailing

Course Outcomes	Assessment Measures	Results	Actions
<p>Basic principles of retailing - Understand the basic principles of retailing Course Outcome Status: Active Next Assessment: 2016-2017 Start Date: 06/17/2014</p>	<p>Exam - Exam 1,2 & 3 Cases 1 & 2 Criterion: Students completing the assignment will score an average of 70% on all assignments.</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes Average Score for Exam #1 82.4% Average Score for Exam #2 77.87% Average Score for Exam # 3 74.4% Average Score for Integrative Case 1 97.75% Average Score for Integrative Case 2 70.25% (07/14/2016)</p>	<p>Action: Going forward I will need to review the risk assessment models needed to complete Integrative Case 2. It was very difficult for them to apply the learning in the Nordstrom case, as noted by the low score on the case. (07/14/2016)</p>
<p>Basics of Human Resources planning - Understand the basics of Human Resources planning and demonstrate the ability to formulate a human resources training strategy. Course Outcome Status: Active Next Assessment: 2020-2021 Start Date: 07/14/2016</p>	<p>Exam - Training Program Exercise, Exam 5 and cases 3 & 5. Criterion: Students completing the assignment will score an average of 70% on all assignments.</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes Average Score for Training Program Exercise 84.73% Average Score for Exam #5 76.26% Average Score for Integrative Case 3 97.75% Average Score for Integrative Case 5 78% (07/14/2016)</p>	<p>Action: No changes are planned in this section. (07/14/2016)</p>
<p>Develop a retail store layout and design - Demonstrate the ability to develop a retail store layout and design. Course Outcome Status: Active Next Assessment: 2020-2021 Start Date: 07/14/2016</p>	<p>Assignment - Project - Retail Layout and Design Project, Exams 4, Case 4 Criterion: Students completing the assignment will score an average of 70% on all assignments.</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes Average Score for Retail Layout and Design Project 86.67% Average Score for Exam #4 81.2% Average Score for Integrative Case 4 93.12% (07/14/2016)</p>	<p>Action: Students were successful and enjoyed the process of applying the course material to a retail project of their choice. (07/14/2016)</p>