

MKT 301: MRA

Spring 2006
Dr. S. Chatterjee
APKSOM

Page 1 of 1

The Task: The project has formalized a component of the marketing research class for junior marketing majors at KSOM, bridging stated programmatic objectives mandated by AACSB (accrediting body for business programs at KSOM) and information literacy standards mandated by the Middle States accreditation standards.

The general activities related to this project have been covered by the faculty pair (Chattopadhyay and Moylan) in the past through a presentation by Prof. Moylan in Prof. Chattopadhyay's classes with small assigned exercises. The present project was to create a companion teaching-assessment module that can be linked to specific curriculum and program level outcomes.

Background

A course embedded assessment exercise was used. The course chosen was MKT 361 Marketing Research. This course is required for all Kania A2g. f courseweAdEanageessment3-49(udssm

	Total	46	100.0	100.0	
--	-------	----	-------	-------	--

For retrieving data on specialized indexes that are regularly published by special interest organizations, the participants scored marginally lower. 41.3% of the participants demonstrated their competence at the exceptional level, and 4.3% came in as “acceptable,” the rest 54.3% being rated as “very good.” There were no “unacceptable” scores for this measure, either.

Table 15.16

		N	Correlation	Sig.
Pair 1	Average Score of Economic Figures			

