

# Course Assessment– Part B: Your Results & Analysis

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CAS 102 – Marketing with Social Media – 1091641 – Andrea Ware – Fall 2017

## Part B: Your Results

### Directions

1. Report the outcome achievement data gathered via the assignments, tests, etc. you identified for each outcome (question 3) of your Part A. \*

Outcome 1: Identify the uses of social media as a marketing tool--this was assessed using a collaborative Wiki project. All students that attempted this assignment earned 85% or higher with most earning an A. 12/12 students completed this assignment.

Outcome 2: Develop a social media marketing project designed to market a product or company. All students that attempted this assignment earned 85% or higher with most earning an A. 10/12 students completed this assignment.

Outcome 3: Crisis Management Case Study: Identify guidelines for terms of service, copyright laws, privacy and community etiquette. 100% of students that attempted the assignment earned 85% or higher. 10/12 completed this assignment.

### Outcome #1

\*

Identify the uses of social media as a marketing tool.

% of students who successfully achieved the outcome (C or above) \*

100

### Outcome #2 \*

Develop a social media marketing project designed to market a product or company.

% of students who successfully achieved the outcome (C or above) \*

84

### Outcome #3 \*

Identify guidelines for terms of service, copyright laws, privacy and community etiquette.

% of students who successfully achieved the outcome (C or above) \*

84

## ANALYSIS

3. What contributed to student success and/or lack of success? \*

The assignment instructions have clear guidelines and most students worked diligently in their course work. I have all of the assignments posted for the entire term and allow them to work a little ahead if needed which some students took advantage of. The two students who did not complete the assessments for outcomes 2 and 3 had ceased participating by that point in the term due to personal barriers.

4. Helping students to realistically self-assess and reflect on their understanding and progress encourages students to take responsibility for their own learning. Consider comparing your students' perception of their end-of-term understanding/mastery of the three outcomes (found in student evaluations) to your assessment (above) of student achievement of the three outcomes. \*

Students reported a good to very good grasp of the concepts outlined in the outcomes which is expected. This is an introductory Social Media Marketing class that is designed to cover the gamut of SMM concepts and issues since we do

not currently offer more than one class that covers marketing with social media. This means that we are covering the concepts--a lot of concepts--but we are not necessarily studying them in depth. So, while they may not feel that they are experts where the outcomes are concerned, they are able to achieve an acceptable performance level on their assessments for an introductory course.

5. Did student achievement of outcomes meet your expectations for successfully teaching to each outcome (question 4 from Part A) *	Yes
6. Based on your analysis in the questions above, what course adjustments are warranted (curricular, pedagogical, student instruction, etc.)? *	Aside from the usual updates to the class that are needed every year due to constant changes in the social media, legalities and technology, I don't see any major changes that are needed. I currently use learning materials that are freely accessible online but many are heavy with ads, so I would like to develop replacements for most of these so that the course material is free of distractions.
7. What resources would be required to implement your recommended course adjustments (materials, training, equipment, etc.)? What Budget implications result?	Time to develop them and then the ongoing need for time to stay on top of the changes in this field to keep the materials updated is the main need. Development funds have not traditionally been provided for these types of updates, so that is also a need.
8. Reflect on any adjustments you made from the last assessment of this course (if applicable) and their effectiveness in student achievement of outcomes. *	This is only the second offering of this course, so no changes were made from the previous term.
9. Describe how you have shared information about course outcomes with your students.	I share these regularly both in the syllabus and in the actual assignments that they map to. The outcomes are broken down at the weekly level as "weekly goals" and students are directed to use them as a sort of self-check at the end of each week.
10. Please describe any changes/additions to instruction, curriculum or assessment that you made to support students in better achieving the CGCC Core Learning Outcomes: CLO #1: Communication. The areas that faculty are focusing on are: "Source and Evidence" and "Organization and Presentation" and CLO #2: Critical Thinking/Problem Solving. The areas that faculty are focusing on are: "Student's Position" (Critical Thinking) and "Evaluate Potential Solutions" (Problem Solving).	Both of these CLOs are supported by assignments in the course that were included in the original design. While no additional changes were made this term, they were already included in the course.

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