

Faculty Feedback on Course Changes

(From 1/10/21 Faculty Meeting)

COB Program: Marketing

Consider Changed curriculum, degree plan changes, improved handouts, textbook changes, improved case studies, improved use of technology, improved interaction, use of innovative technology, etc. Use as many pages as needed.

Course Name and Number: MKT 361/GINB 570 International Marketing

<p>Concern (s) Identified:</p> <ol style="list-style-type: none">1) Wanted something where students could make a range of marketing decisions and see the impact of those decisions to revenues and profits of a company.1) Wanted a project where students could find out what real customers value and then translate that to what changes they would make to the product.
<p>Improvements Planned or Implemented:</p> <ol style="list-style-type: none">1) Added GLO-BUS Simulation that students participated in throughout the semester.2) ORU Development team asked us to interview current ORU students who were from 10 different countries to see what they liked / didn't like about ORU so they could create social media posts to attract more people from those 10 countries.
<p>Date Planned for Implementation: Or Date Implemented: 1) Implemented Spring 2020 2) implemented Fall 2020</p> <p>What were the results of improvements? 1) Many students learned how a decision can have ramifications in other parts of the business, so changes that may seem obvious may not be possible due to other impacts. A team in both semesters rated in the top 10 in the world among thousands of participants, many that were using the simulation as a capstone project.</p> <ol style="list-style-type: none">2) Too early to tell from how Development will use the research. Students liked that they were working on a tangible project that was going to real benefits.
<p>Can you provide evidence of results/improvements? For example, change in test scores, change in assignment grades, SOS Student Comments, better SOS scores, etc.</p>