

Course Plan Worksheet

Part VI of VI: Assessment

Your First and Last Name

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Introduction

During the course of this semester, you have thoughtfully and deliberately planned part of an online course in this sequence:

1. Describing your audience and course
2. Describing course goals and student learning outcomes
3. Developing a general outline of course content that support course goals
4. Identifying course content items to help students achieve course outcomes and designing activities to engage learners with your course content
5. Designing activities to engage learners with each other to build a sense of community

The process of planning an online course would not be complete without planning for assessment. In this course we will include in our plans assessment of these two areas: (1) student learning and (2) course effectiveness.

Introduction to Assessment of Student Learning

For the module that you are focusing on in your course plan, you identified content items and designed an individual activity and a collaborative activity. Now you will enhance your course plan by designing one assessment activity. Take time to reflect on this question:

How will you know that the content items and engagement activities were successful?

Think about what assignment, tool or instrument you might create to assess student learning.

- Will you use objective quizzes/tests? If yes, who will author the quizzes/tests?
- Will students perform self-evaluations?
- If you developed a worksheet, how might that be graded?
- If students will engage in group work, how might their participation and output be evaluated?

Note: For convenience, you can type a document instead of completing this worksheet. I'll accept .doc, .docx, .pdf, and .odt - open document format. Be sure to spell check and proof read your document before you submit it for grading!

Assessment Activity Description

For the one module you developed, describe ONE assessment activity as follows:

1. What is the activity?

Students will do a comparison SWOT analysis between two companies within the same industry. The students will research and perform a SWOT analysis for each company. After completing the SWOT analysis for each company, the student will provide a succinct summary on which company they believe has the competitive advantage and why. They are highly encouraged to use and cite various resources to conduct their research such as EBSCO, Hoovers.com, American Marketing Association, and any other resource (Internet or otherwise).

Students may pick their own businesses* to evaluate or choose one from the following:

- Netflix vs. Blockbuster
- PC vs. Mac
- Verizon vs. AT&T
- Jack in the Box vs. McDonalds

* Instructor has to approve student's choices if they do not choose from the list provided

2. How and when will it be performed?

First, the students will work individually and submit a Comparison SWOT Analysis Worksheet via the Lulima Assignment tool. Second, after the assignment due date, students will post a brief summary to Ning stating the two companies they chose, and which company they feel has the competitive advantage. Lastly, students will provide feedback to two other posts.

**Supplemental materials provided to the students include:

- Rubric
- Comparison SWOT Analysis Worksheet

3. How will students be given feedback?

Students will be given grades and feedback from the instructor via the Lulima Assignment tool and from their peers via the Ning discussion forum.

Assessment Instrument Items

For the assessment instrument you plan to use, share part of that instrument in the space below. You can share instructions for a paper or project, part of a possible grading rubric, or at least TWO items for a quiz, worksheet, or test.

****Rubric is attached.*

**** Comparison SWOT Analysis Worksheet is attached which also includes instructions for the assignment.*

SLO's the assessment activity will meet include:

- Understand and apply basic marketing ideas in relation to business
- Apply marketing in relation to society, branding, tag lines and attention grabbing

Broad goals the assessment activity will meet include:

- Students will be able to evaluate marketing data
- Students will be able to assess general marketing environments