



MyLab Marketing educator study

A look at video case studies and Writing Space assignments at Oakland University

Key findings:

- Students who scored above average on MyLab™ video case studies earned MyLab Writing Space scores 21 percentage points higher than students who scored below average on MyLab video case studies.
- 96% of students scoring above average on MyLab video case studies earned an A/B/C for their final course grade, showing mastery of course content.
- 88% of student survey respondents agreed that the MyLab writing assignments provided an opportunity to improve their critical thinking and business writing skills.

Need-based financial aid: received by 42% of full-time undergraduates

Ethnicity: 76% Caucasian, 8% African American, 6.5% Asian, 3.5% Hispanic

Setting

Locale: large, suburban, public, four-year university spanning two cities (Auburn Hills and Rochester), located in southeast Michigan, 30 miles northwest of Detroit.

Enrollment: more than 19,000 students, 82% undergraduate

First-generation students: 29.6%

Six-year graduation rate: 46%

Student-faculty ratio: 21:1

Classes with fewer than 20 students: 37%

Gender: 56% female, 44% male

Student age: 70% in 17–22 year-old range



School name: Oakland University, Rochester, MI



Course name: Principles of Marketing



Course format: Face to face



Course materials: MyLab Marketing and *Principles of Marketing* by Kotler and Armstrong



Timeframe: Fall 2017



Educator: Catherine Cuckovich, Adjunct Lecturer



Results reported by: Candace Cooney, Pearson Customer Outcomes Analytics Manager

About the course

Catherine Cuckovich has been teaching for approximately four years and has been at Oakland University for the last year, currently teaching in the evening program. Principles of Marketing is a four-credit, entry-level course enrolling approximately 40 students per section. Business students are required to take the course. Principles of Marketing is designed to present a broad range of relevant marketing concepts and trends and their relationship to other business principles.

Learning outcomes include:

- Define marketing and the marketing process;
- Define and understand the elements of the marketing mix;
- Create customer value and engagement and capture value from customers;
- Measure and manage return on marketing; and
- Understand the impact of marketplace and buyer behavior on marketing strategy.

Challenges and Goals

Cuckovich had used a MyLab program previously at another school and found that it offered an appealing framework for structuring a course, particularly if it was an instructor's first time teaching the course. Creating assignments, identifying useful, relevant examples, and producing realistic case studies to make class interactive and collaborative requires significant time that most instructors don't have. Tasked with teaching Principles of Marketing for the first time in Fall 2017, **MyLab Marketing offered Cuckovich a great base upon which to build her course, and allowed her to get up and running quickly.** Instead of the digital program consuming her time prior to the semester, MyLab actually saved Cuckovich time by giving her access to video assignments, writing assignments, and assessments built around her course learning outcomes.

An instructor may have other external considerations before deciding to adopt educational technology, including price. Cuckovich believed that the eText option in MyLab offered a cost-effective solution for those students interested in cutting down on the expense of course materials. "Students choose what to purchase for my course," said Cuckovich, "and have several different pricing options." In fact, on an end-of-semester survey (21% response rate), students shared the following:

- 75% of respondents purchased the MyLab code with eText only (all-digital option)
- 25% of respondents purchased the MyLab code and a used, print textbook
- No respondents purchased the MyLab code and a new, print textbook

Explaining the reason for their chosen option, students indicated:

- 100% of students who purchased the MyLab code with eText option chose it because it was the least expensive choice.
- 100% of students who chose the MyLab code with print textbook did so because they prefer reading from print vs. reading on a computer or tablet.

Generally, students are satisfied when purchasing course materials that have relevance and impact.

- 88% of respondents strongly agreed or agreed that the use of MyLab positively affected their exam scores.
- 88% of respondents strongly agreed or agreed that the resources in MyLab made the program a good value for this course.

Implementation

MyLab Marketing is required. Students use MyLab for understanding content, homework assignments, writing and critical analysis assignments, and assessments. To be successful in this course, Cuckovich estimates that students will spend about 1–2 hours per week working in MyLab. Student survey responses indicate that 37.5% of respondents said they spent 1–2 hours working in MyLab and 37.5% spent 2–3 hours working in MyLab.

Getting Started with MyLab assignment

Following a Pearson best practice, Cuckovich assigns [Chapter 0: Getting Started with MyLab](#) the first week of class. This quick quiz familiarizes students with how to enter answers in the system and the type of questions they will encounter. This assignment also ensures all students are registered in the MyLab and puts them on the path to success immediately. Cuckovich reports that an intended benefit of assigning Chapter 0 is that she now receives very few questions and emails from students about the functionality of MyLab, freeing up her time early in the semester for more important tasks. Although no points are associated with completion, 79% of students in Cuckovich's class completed the Chapter 0 assignment.

MyLab video case studies

Students complete ten video case studies and four Writing Space assignments in MyLab throughout the semester. Video case studies help students check their understanding of the chapter material and reinforce basic concepts. Each video case is followed by five multiple-choice questions, providing an opportunity for students to apply what they are reading to the real world. On the student survey, 75% of students agreed that the video cases provided a practical application of the chapter material and highlighted important chapter concepts.

Writing Space assignments

Cuckovich agrees that writing assignments help students develop critical-thinking and analytical skills they need for business success. Writing Space assignments offer Cuckovich's students the practice they need to hone their writing skills without sacrificing her time and the quality of the assessment. The writing prompts cover broad overall course learning outcomes like market research, SWOT analysis, segmentation, and the global marketplace. Using a customizable rubric, the auto-grading feature of Writing Space immediately scores student essays using artificial intelligence to go beyond key word recognition and actually understand language and the nuances of meaning. On the end-of-semester survey, students reported the following:

- 88% of respondents strongly agreed or agreed that the writing assignments provided them with an opportunity to improve their critical thinking and business writing skills.
- 75% of respondents strongly agreed or agreed that they were initially uncomfortable with the idea of having their writing assignments computer graded.
- 75% of respondents strongly agreed or agreed that at the end of the semester, they felt the auto-grading of their writing assignments was fair and reasonable.

Cuckovich reports that she did not always agree with the auto-graded results and adjusted writing scores as needed, which is always an option with Writing Space. As one student mentioned on the survey, "The professor graded after auto grading so it felt good to have double feedback. I do think writing helped me line up the chapter as a whole and make more sense of it."

MyLab Study Plan

Additionally, Cuckovich encourages students to use the optional MyLab Study Plan to prepare for exams, although work they complete is not scored or included in the gradebook. As they work through questions in the Study Plan, students receive instant feedback, identifying the gaps in their understanding so they can focus their learning on individual weaknesses. On the student survey, 75% of respondents reported using the Study Plan for exam preparation.

Exams

Students also complete two exams in MyLab, consisting of 50 multiple-choice and true-false questions that are pulled from the MyLab end-of-chapter quizzes. These quizzes provide a capstone assessment of the chapter topics and include three types of questions: recall, apply, and analyze. Each exam covers ten chapters, so there are approximately five questions per chapter.



Assessments

- 55% MyLab writing assignments (4)
- 27% Exams (2)
- 14% MyLab video case studies (10)
- 3.5% In-class group work and participation
- .5% MyLab chapter 0 assignment

Results and Data

Students were divided into two groups based on their average MyLab video case study score. Data show that students who earned above average MyLab scores had average MyLab Writing Space scores 21 percentage points higher than students who scored

below average. The video case study assignments require application of the course concepts to real-world corporate challenges, which may be reflected in the higher writing assignment scores indicated by the data.

The average MyLab video case study score was 77%. Grouping students based on the video score average identifies the following:

- 96% of students scoring above average on MyLab video case studies earned an A/B/C as the final course grade, compared to only 57% of students scoring below average.
- Only 4% (n= 1) of students scoring above average on MyLab video case studies earned a final course grade below C.

The Student Experience

Responses from the Fall 2017 end-of-semester survey of Cuckovich's students indicate that the majority of responding students recognize the value of MyLab Marketing.

- 88% of respondents strongly agreed or agreed that their understanding of the course material increased as a result of using MyLab.
- 88% of respondents strongly agreed or agreed that MyLab homework assignments positively impacted their test scores.
- 75% of respondents used the optional Study Plan in MyLab for exam preparation.

Student responses to the question “What were the benefits of MyLab?” include:

“The Study Plan and the video cases helped the most!”

“I use things like Google Drive heavily, so being able to access my homework at home and at work is always big for me.”

“If you missed class for any reason, [MyLab] made it easier to go through and learn the chapter material.”

“MyLab keeps me updated on how well I am doing in the class.”

Conclusion

Because she was teaching Principles of Marketing for the first time, Cuckovich adopted MyLab Marketing to provide a framework around which she could structure her course and to ensure that she was up and running quickly. Video case studies and auto-graded writing assignments in MyLab enabled her to create assignments that focused on important employability skills — critical-thinking, business writing and communication, analytical reasoning — without having to locate resources on her own. When mid-semester surgery prevented Cuckovich from attending lecture, the flexibility of MyLab allowed her to quickly transform her face-to-face class into an online class, since all assignments and assessments were completed in the program. Offering a variety of options and possibilities, MyLab was the course solution for Cuckovich regardless of her course format.