

MyLab Marketing educator study explores the use of simulations at Texas A&M University – Corpus Christi

Key Findings

- Data indicate that 85% of students scoring above average on MyLab assignments earned an A as their average quiz letter grade.
- Students who passed all or most of the MyLab quizzes also earned higher final course letter grades.
- On an end-of-semester student survey, 90% of respondents agreed that the MyLab Mini Sims were a real-world application of the chapter material that allowed them to apply course concepts to actual business challenges.

Study Specifics

School name: Texas A&M University – Corpus Christi, Corpus Christi, TX

Course name: Principles of Marketing

Course format: Online

Course materials: MyLab Marketing for *Marketing: Real People, Real Choices* by Solomon

Timeframe: Fall 2018

Educator: Karen Loveland, Assistant Professor

Results reported by: Candace Cooney, Pearson Results Manager

Setting

- Locale: large, urban, public, four-year research university in south Texas
- Enrollment: more than 12,000 students; 82% undergraduate
- Persistence rate: 79%
- Six-year graduation rate: 46%
- Students of color: 60%

About the Course

Karen Loveland has been teaching full-time for 26 years and has been at Texas A&M – Corpus Christi, recognized as a Hispanic-Serving institution, for 14 years. Principles of Marketing is a three-credit, entry-level course enrolling approximately 600 students per year. The course is required of business students but can also be taken as an elective. The primary purpose of the course is to provide students with a basic understanding of concepts and terms used by marketing professionals and offer students opportunities to apply marketing principles to a variety of real-world situations.

Challenges and Goals

Loveland first used MyLab™ Marketing in Summer 2016 as an opportunity to test the program with online students in a small environment, prior to rolling out usage to larger sections in the Fall. MyLab enabled Loveland to standardize the course so that students in online sections would have the same quality and quantity of assignments and assessments as students in face-to-face sections, resulting in a similar course experience across formats. Standardizing assignments allowed the course to be taught by any instructor or adjunct while also enabling course changes to be made quickly and efficiently as needed. Additionally, the ready-to-go format of MyLab took the pressure off instructors to create the problems sets, assessments, and real-world applications that are important for course success.

Implementation

Conscious of the fact that course materials can be expensive, Loveland gives her students options when purchasing MyLab and the textbook. On an end-of-semester student survey deployed in Fall 2018, 72% of respondents indicated they purchased only the low-cost MyLab code with eText, forgoing a print text completely.

Students use MyLab for understanding content, homework assignments, and assessments. MyLab assignments in Loveland's course include video cases, simulations, marketing metric exercises, and chapter quizzes. On the student survey, 45% of respondents said they spent 2–3 hours per week working in MyLab, while an additional 42% spent more than three hours working in the program. Assignments are completed weekly and have firm due dates. Following a Pearson best practice, Loveland 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, while also ensuring that all students are registered in the MyLab, putting them on the path to success immediately.

Video case studies: These visual cases help students check their understanding of the chapter material and reinforce basic concepts. Each 10-minute video case is followed by five multiple-choice questions, providing an opportunity for students to apply what they are reading about to the real world. On the student survey, 93% of respondents agreed that the video cases provided a practical application of the chapter material and highlighted important chapter concepts.

Mini Simulations: Simulations ask students to apply course concepts to realistic business challenges they are likely to experience in their future careers, covering topics like marketing mix, marketing research, creating customer value, and strategic marketing. Students make a series of decisions, and the Mini Sim then branches, creating various scenario paths based on answers given. This personal learning experience provides an opportunity for Loveland's students to build and develop their critical thinking skills. On the end-of-semester survey, students indicated the following:

- 95% of respondents agreed that the Mini Sims in MyLab provided a real-world application of the chapter material that allowed them to apply course concepts to realistic business challenges.
- 92% of respondents agreed that the Mini Sims allowed them to practice business decision-making skills and to understand the impact of the decisions they were making.
- 95% of respondents agreed that the simulations were a different and engaging way of working with the chapter content.

Overall, students found the Mini Sims challenging, yet valuable. Student survey comments on the Mini Sims included:

- *"I loved the simulations. They were really engaging and I wish other classes had them."*
- *"The simulations were challenging, however they offered powerful insight through real-world examples."*
- *"I strongly enjoyed the Mini Sims and found them to be a very hands-on way of learning about marketing."*
- *"Mini Sims were very challenging but forced me to use critical-thinking skills, which is good."*

Marketing metrics: Loveland appreciates digital marketing and believes data analysis should be introduced in the first marketing class. Marketing metrics exercises introduce students to the quantitative analyses associated with marketing decision problems. Each assignment includes two or three word problems, requiring students to calculate specific metrics and interpret their answers. When students struggle to complete a

problem, MyLab gives them access to just-in-time tutorial support, such as the Help Me Solve This learning aid. On the student survey:

- 74% of respondents agreed that marketing metrics exercises allowed them to practice analytical skills and see the quantitative aspects of marketing.
- 76% of respondents agreed that the marketing metric exercises helped them understand how companies use data and analytics to make decisions.
- 66% of respondents agreed that they are likely to use analytical data like the marketing metrics exercises in their future career.

MyLab chapter quizzes are comprised of 10 multiple-choice questions per chapter and students have 10 minutes and two attempts for completion. The higher of the two scores is recorded as the final quiz score in the grade book.

A comprehensive final exam assesses students' knowledge of the marketing terminology they learned. The exam is comprised of 60 multiple-choice questions.

Assessments

- 28% MyLab chapter quizzes
- 27% MyLab Mini Sims
- 18.8% MyLab marketing metrics
- 14% MyLab video cases
- 12% Final exam
- 0.2% Chapter 0: Getting Started with MyLab

Results and Data

Students were placed into two groups based on the average MyLab score of 72%. Figure 1 identifies the following:

- 85% of students scoring above average on MyLab assignments earned an A as their average quiz letter grade, showing significant understanding of chapter content.
- 10% of students scoring below average on MyLab assignments earned a D or F as their average quiz letter grade, while just 1% of students scoring above the MyLab assignment average earned a D or F.

For students, the formative MyLab homework assignments are intended to help them identify where they are in terms of successfully completing quizzes and exams. Data suggest that if students are not successfully completing MyLab assignments, they may not be aware of potential gaps in their content knowledge until they complete the chapter quizzes.

Average MyLab quiz letter grade based on MyLab assignment scores

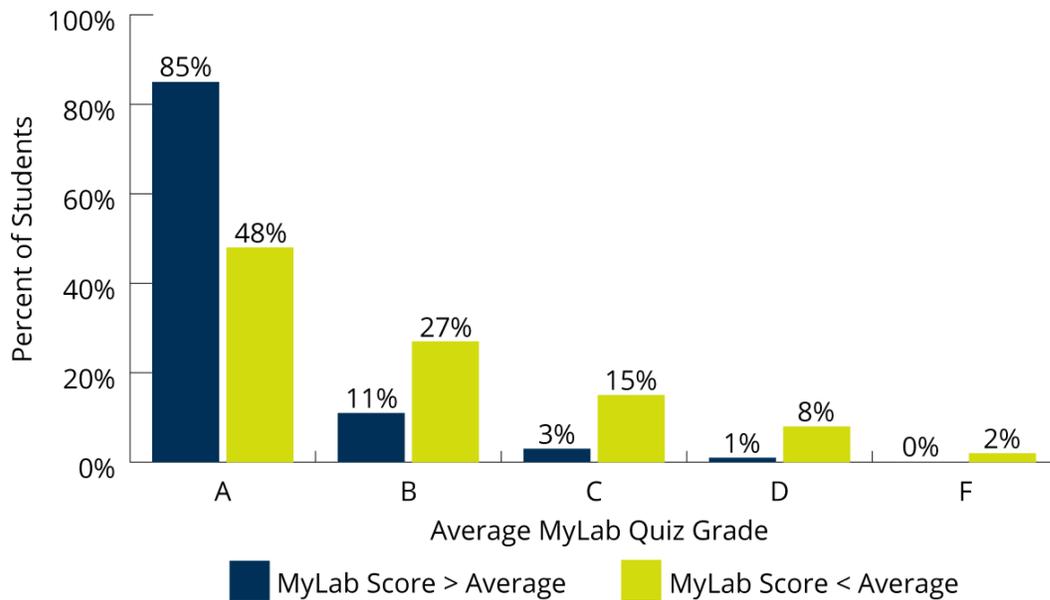


Figure 1. Average MyLab Quiz Letter Grade Based on Average MyLab Assignment Score, Fall 2018 (n=146)

Loveland assigns 14 chapter quizzes in MyLab. Completion of the quizzes with a passing grade (70% or higher) may be indicative of overall course success. Data in figure 2 indicate the following:

- Students earning an A as the final course grade passed 100% of the MyLab quizzes.
- Students earning an F as the final course grade were unsuccessful on an average of 40% of their MyLab quizzes (5.5 failed quizzes out of 14).

Final course letter grades based on average number of failed MyLab quizzes

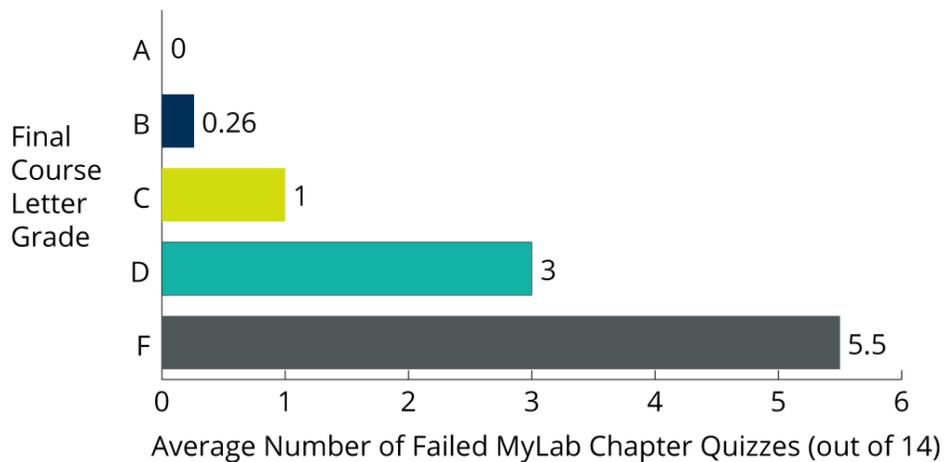


Figure 2. Final Course Letter Grades Based on Average Number of Failed MyLab Quizzes, Fall 2018 (n=146)

The Student Experience

Responses from the Fall 2018 end-of-semester survey of Loveland's students (89% response rate) indicate that the majority of responding students recognize the value of MyLab Marketing.

- 90% of respondents agreed that their understanding of the course material increased as a result of using MyLab.
- 92% of respondents agreed that MyLab homework assignments positively impacted their quiz and exam scores.
- 91% of respondents would recommend MyLab to another student.

Student responses to the question "What were the benefits of MyLab?" included:

- *"Very engaging and fun to learn! I loved the modern approach in such a rapidly changing world of marketing."*
- *"This was my first marketing class and it was a bit of a challenge because I work full-time and I am also a father. MyLab Marketing helped me to stay on track throughout the semester and also helped me to be more organized and provided an awesome course."*
- *"MyLab Marketing was very helpful with explaining concepts that I could not quite fully understand sometimes when I was reading the textbook."*
- *"MyLab Marketing was easy to use but beneficial in educational value. I really enjoyed the simulations in each chapter; they were a nice test to see if my decision making had improved."*

Conclusion

To offer an online course as challenging and multifaceted as her face-to-face classes, Loveland adopted MyLab Marketing. Students complete the same assignments and assessments and receive the same quality course experience regardless of instructor or course format. In fact, data suggest that the students who successfully completed MyLab assignments also earned higher quiz and final course grades. Additionally, MyLab simulations added a critical thinking component to the course. Based on student survey responses, these assignments were challenging but helped students develop important critical thinking and decision-making skills.