

# MyLab Marketing educator study examines exam scores and final course grades at University of Idaho

## Key Findings

- Students demonstrating mastery of course content with an A, B, or C average exam grade had average MyLab scores 7 percentage points higher than students with a D or F average exam grade.
- Data indicate that students who earned higher MyLab scores also earned higher final course letter grades.
- 86% of respondents on a Fall 2017 national survey reported that MyLab Marketing helped them achieve a higher grade on homework, exams, and/or the course.

## Study Specifics

**School name:** University of Idaho, Moscow, ID  
**Course name:** Marketing  
**Course format:** Face to face  
**Course materials:** MyLab Marketing for *Principles of Marketing* by Kotler and Armstrong

**Timeframe:** Fall 2017  
**Educator:** Sanjay Sisodiya, Associate Professor  
**Results reported by:** Candace Cooney, Pearson Customer Outcomes Analytics Manager

## Setting

- Locale: large, rural, public, four-year, land-grant, research university near the border of Idaho and Washington
- Enrollment: more than 12,000 students
- Freshman retention rate: 82%
- Six-year graduation rate: 54%
- Ethnicity: 70% Caucasian, 18% Minority, 12% Other

## About the Course

Sanjay Sisodiya has been teaching at University of Idaho for approximately 10 years. Marketing is a one-semester, three-credit, entry-level course enrolling approximately 350–400 students per year. The course is required of business students who comprise about 60% of the population, but it may also be taken as an elective. The course provides a conceptual introduction to the function of marketing within organizations and explores the topic as an integrating function of the firm. Topics covered include product, price, place, and promotions in the creation of customer value, as well as the roles of corporate social responsibility and ethics in marketing decision-making.

## Challenges and Goals

Prior to Fall 2017, Sisodiya employed traditional quizzes and exams for student assessment but found this resulted in low content retention, as students were not systematically managing the course load, but were instead cramming for tests. **Hoping to challenge his students to be responsible for their own learning and success, he sought a digital course companion that would require students to complete homework prior to attending lecture on a routine basis.** Having the support of an online component would increase the stakes for students and encourage them to read more of the chapter background material so they could practice application of the content, moving away from typical memorization. In Fall 2017, Sisodiya adopted MyLab™ Marketing.

## Implementation

Students use MyLab for understanding content and homework assignments. Sisodiya estimates that students will spend about 1–2 hours per week on MyLab assignments, more if they use the eText for reading, which many do. He views the MyLab assignments as formative — an opportunity for students to experiment and learn. Weekly MyLab homework assignments include chapter warm ups and Dynamic Study Modules, video questions, and marketing simulations. Initially, the homework assignments are due pre-lecture while the video cases and simulations are due post-lecture. After the first few weeks, however, most MyLab assignments are due prior to lecture.

Chapter warm up exercises are six-question, multiple-choice quizzes completed after reading the chapter and before attending lecture. These quizzes are essentially a “temperature check” to assure that students have read the assigned material. Students have two attempts at completion.

Dynamic Study Modules (DSM) are questions that continuously assess student performance and activity, using data and analytics to provide personalized feedback in real time, to reinforce concepts that target a student’s strengths and weaknesses. These questions provide a balance of questioning, application, and feedback, giving students a strong understanding of the chapter concepts.

Mini 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 Sisodiya’s students to build and develop their critical thinking skills. Students have two attempts at completion.

Video case studies 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. Students have two attempts at completion.

Five MyLab quizzes are assigned, each comprised of 25 multiple-choice questions. Students have 30 minutes and one attempt for completion. The lowest score is dropped before recording the final quiz score in the grade book. Exams are comprised of 40 multiple-choice questions and students have 75 minutes for completion.

## Assessments

- 53% Exams (4)
- 20% MyLab assignments — chapter warm up and DSM exercises (18)
- 13% MyLab quizzes (5)
- 7% MyLab simulation and video exercises
- 7% Attendance

## Results and Data

Figure 1 identifies that students demonstrating mastering of course content with an average exam grade of A, B, or C had average MyLab scores of 88% — seven percentage points higher than students with a D or F as their average exam grade (81% average MyLab score).

### Average exam grades and MyLab score

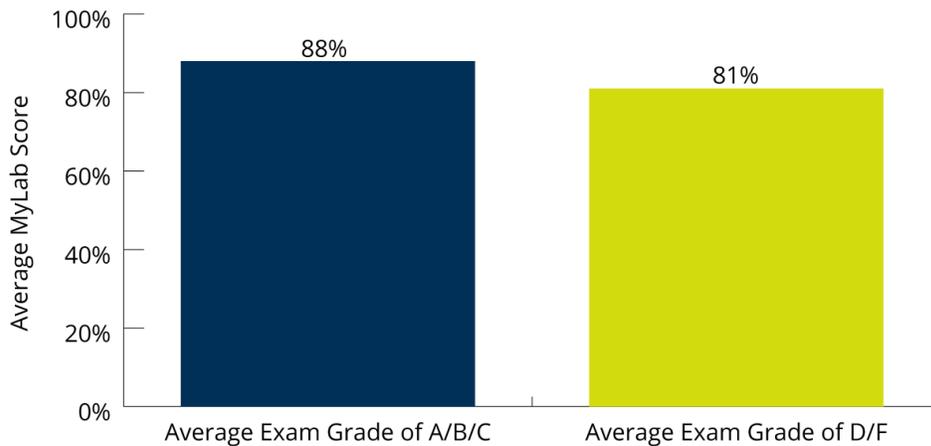


Figure 1. Mastery of Course Content (Demonstrated by Average Exam Grade of A/B/C and Average MyLab Scores, Fall 2017 (n=212))

In figure 2, final course letter grades are associated with average MyLab scores:

- Students earning an A as their final course grade had an average MyLab score 62 percentage points higher than students who failed the course.

For students, the formative MyLab assignments are intended to help them identify where they are in terms of successfully completing summative course exams. Data suggest that if students are not successfully completing the MyLab assignments, they may lack the requisite content knowledge necessary to effectively complete the course exams.

### Final course grades and average MyLab scores

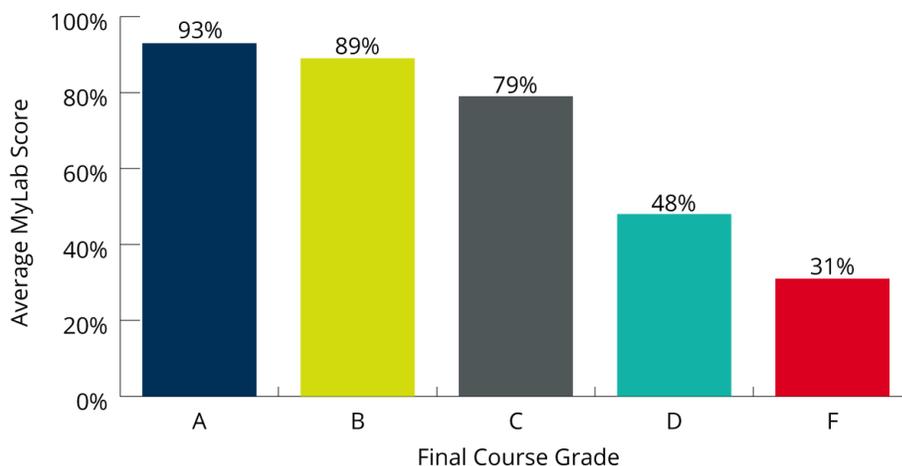


Figure 2. Average MyLab Score per Final Course Letter Grade, Fall 2017 (n=212)

## The Student Experience

Responses from the voluntary Fall 2017 national, end-of-semester MyLab Marketing survey indicates that the majority of responding students recognize the value of MyLab Marketing.

- 86% of respondents agreed that MyLab Marketing helped them achieve a higher grade on homework, exams, and/or the course.
- 92% of respondents who used the Dynamic Study Modules agreed that they were helpful for learning the core course concepts.
- 85% 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.

Student comments on the national survey about MyLab Marketing include:

- *"The interactive assignments in MyLab were always very interesting. It helped in understanding how to apply the concepts in the readings, to real world situations."*
- *"This is the second class I've taken that uses MyLab; its ease of use help me get the highest possible grade. I hope that all of my future classes have this feature so that I can take advantage of all the available tools to succeed."*
- *"[I liked] the freedom and flexibility to complete my assignments, and how rather than penalizing me for missing a question, it taught me what the correct answer was."*
- *"[MyLab] is more helpful than your physical textbook. Quizzes and tests provide instant results, and the mini simulations provide you a better understanding of what you are learning and have learned."*
- *"This is the best and most efficient way to learn the study material and prepare for exams."*

## Conclusion

Poor time management, or even the conscious decision to put off studying for tests, can be a stumbling block to course success. In addition, large class sizes can create a barrier to meaningful homework and assignment completion. To challenge his students to be responsible for their own learning, Sisodiya adopted MyLab Marketing so they would read the appropriate chapter content and complete assignments prior to attending lecture, thereby impacting longer-term retention. Noticeably, data suggest that those students successfully completing the MyLab homework and quizzes are earning higher exam and final course grades than those earning lower scores on these formative assignments.