

MyMathLab Global[®]

EDUCATOR TESTIMONIAL LANCASTER UNIVERSITY

COURSE: 190 Year 1 Marketing Major students, over 2 terms

TEXT IN USE: MyMathLab Global with Croft: *Foundation Maths*

USED SINCE: 2014

SUMMARY: MyMathLab Global was used to help marketing students with quantitative topics and consultancy projects in years 2 and 3. They were assigned weekly homework and tests through MyMathLab with a requirement of 40% pass mark in the end of term tests.

SUBMITTED BY: **Dr Ahmad Daryanto**, Senior Marketing Lecturer

- The structure is clear with each weekly homework followed by one or more tests. The homework and test are set on the same day (Term 1) or one day apart (Term 2) and students are given a week to complete the homework and test before the following week's assignments are live. There are no extensions to the deadlines.
- Each assignment takes approximately 1 hour to complete with 10 questions.
- Whilst none of these elements are credit bearing, the teaching team clearly set out expectations to students in a talk before the first homework assignment and ask them to use the resource in the structured way it has been integrated alongside the course content. The assignments and tests are positioned to students as compulsory and necessary to proceed to year 2 with a requirement of 40% pass mark in the end of term tests.

What challenge or problem did you hope MyMathLab would solve?

Year 2 Student feedback showed that they often have a misconception that marketing does not contain math or statistics and often have not studied math for some years. They were therefore struggling with module quantitative topics in year 2.

Our aim was to:

1. Address the misconception that marketing does not contain math.
2. Prepare students to take further modules specific to quantitative marketing research in year 2 and equip them to complete their consultancy projects in year 3.
3. Increase employability skills in quantitative marketing analysis.

How do you use MyMathLab with your students?

- The resource is now assigned throughout Semester 1 on Basic Numeracy Skills and in Semester 2 on the Statistics component of the module.



Student participation: the percentage of students submitting assignments on a weekly basis was consistently above 60%, and most weeks was over 70%.



How do your students engage with MyMathLab?

- Student participation: the percentage of students submitting assignments on a weekly basis was consistently above 60%, and most weeks was over 70%.
- 64 out of 191 students completed sample tests (ranging from one test up to 52 tests). Sample tests are found in the study plan and are not assigned on this course, so the number of sample tests completed represent independent study.

Other comments?

MyMathLab Global has proved particularly useful for giving students access to resources to help them prepare for their year 2 modules.

As a Module Lead, I will look to use MMLG again next year for my year 1 cohort and potentially look at similar resources for year 2 & 3 cohorts.

