

**WML Information Literacy Instruction Assessment 2017-18
Classroom Activity Report**

Faculty Librarian: Frank Conserette

Semester: Spring 2018

Course Number and Name: MKT 506: Marketing Management

Course Instructor (Last Name): Zygmunt

Date(s) of Guest Information Literacy Instruction: 2/6/2018

Time(s) of Guest Information Literacy Instruction: 4:40-5:30pm

Location: WML 306

Number of Students Registered in Course: 9

Summary of research assignment or task

The group project consisted of a presentation and paper including an Individual Situational Analysis to analyze the business and marketing environment for a business/product. The objective of the presentation was for each student to present his or her idea and analysis to the class as a "sales" presentation. The objective of the paper was to provide an executive summary, situational analysis, both primary and secondary marketing research, financials (sales and forecasts), and implementation control.

Student learning outcomes for the guest information literacy instruction (at least one, no more than three)

S1: Students will gain knowledge of resources within the library's reference collection that are relevant to their market research.

S2: Students will interact with sophisticated financial data and business ratios through databases such as S&P NetAdvantage Capital IQ and Dun & Bradstreet Key Business Ratios.

S3: Students will learn how to apply statistical and financial data to their marketing campaign.

How will you know how students are doing as they work toward meeting these outcomes?

Through discussion during the instruction session, students exhibited an understanding of why the resources I taught them were relevant to their research and elaborated on their plans for utilizing those resources for their projects. Prof. Zygmunt informed me after the presentations

and papers were due that students grasped the concepts and resources presented and that they had used them in a professional and supportive manner.

Based on your experience teaching this session and any assessment of student work you were able to do, what can you change next time to improve how you teach it? Or, what was successful that you want to be sure to do again the next time you teach it?

Overall, the session was extremely successful. With only 9 students in the class and the fact that they are all working in groups, there were more opportunities for active learning and student engagement. Students were able to break into their groups to discuss the resources presented, how those resources are relevant to their projects, and how they plan to utilize those resources. The only thing I would change is to extend the session from 50 minutes to 75 minutes as the students would certainly benefit more from that additional time to consult with each other about how to use each of the resources and consult with me if they have specific questions on how particular types of information can be used for their marketing campaigns.

WML Information Literacy Program Student Learning Outcomes this information literacy instruction supports

SLO2: Students will gain insight and understanding about diverse sources of information in order to evaluate and use resources appropriately for their information needs.

SLO3: Students will identify the appropriate level of scholarship among publication types (scholarly journals, trade publications, magazines, websites, etc.) in order to critically evaluate the usefulness of the information for their research need.

SLO5: Students will share ideas responsibly in a variety of formats and contexts in order to recognize themselves as knowledge creators.

SLO6: Students will properly distinguish between their own ideas and the intellectual property of others in order to ethically use information and demonstrate academic integrity.