MKTG 201: DESIGNING THE FINAL ASSESSMENT

Margot Bowker
(PTF & Deputy HoD T&L, Dept. of Marketing, Business School)
OVERVIEW

- Reflecting on learnings from MKTG 201 Week 4 Test
- Developing Final Assessment questions
- Designing templates
- Setting up Final Assessment in shell/dummy course
- ‘Snags’
REFLECTION ON TEST

- Key concerns I had from the test:
  - Everyone would ace the test
  - There would be a large amount of copied material from the course textbook, slides or online.

- Key concerns and learnings after the test marking:
  - Students wanted more word count
  - Use a marking rubric.

- Explained how I had reached the amount:
  - Counting word count from previous week 4 tests (on Crowdmark—test was similar format and same expected time to complete)
  - Considered ‘new’ scenario of access to materials
  - Spoke with colleagues around wpm typing speeds
  - Spoke with Disability services for any expectations for students.

Word count shifted from 550 words to 750 words (maximum limit) for the essay question.
DESIGNING FINAL ASSESSMENT QUESTIONS

- Team taught course – combined question design (alignment).
- Previously 1 short answer and choose 2 of 3 essay questions > now 1 short answer and 2 essay questions (ALL must be answered)
- Consideration of word count
- Importance of application of knowledge, rather than defining of key terms, has been expressed to students. Questions are asking students the how and why.
- Scenarios used to require students to not just explain core knowledge, but to justify, apply, and analyse.
SHORT ANSWER QUESTION

- One question worth 10 marks.
- The short answer question has a **maximum word count of 400 words**. Markers will stop reading once the word count has been reached.
- You are not required to write an introduction nor a conclusion however, you must write 1-2 well-crafted paragraphs.
- 10 marks will be allocated as: 9 marks for content (answering the question) and 1 mark for structure and writing.
ESSAY QUESTIONS

- Two essay questions, each worth 20 marks.
- Each of the essay questions have a maximum word count of 750 words. Markers will stop reading once the word count has been reached.
- Essay answers will require an introduction, well-crafted body paragraphs (consider PEEL or TEE+), and a conclusion.
- For each essay, 20 marks will be allocated as: 18 marks for content (answering the question) and 2 marks for structure and writing.
- Focus of questions (& your answers) is on your application of knowledge, rather than ability to define a term (although that is expected).
DESIGNING TEMPLATES

MARKETING 201 FINAL ASSESSMENT

Instructions
- The final assessment will open in Canvas at 1:00pm/1300 hours New Zealand time on Thursday 18th June. Unless you are sitting the exam early due to a final assessment overload.
- The test will close in Canvas at 12:59pm/1259 hours New Zealand time on Friday 19th June. Unless you are sitting the exam early due to a final assessment overload.
- You will access the final assessment in Canvas. Go to Assignments > Final Assessment.
- The Final Assessment is worth 50% of your grade.
- Treat this Final Assessment like a regular examination. Our expectation is that a well-prepared student will be able to complete it 2 hours/120 minutes.
- Although you have a 24-hour time frame to do this Final Assessment, this is to allow for flexibility around your schedule and if you encounter any technical/connectivity issues.

Formatting & Submission
- Your answers need to be typed in a Word document and you need to save your answers as a Word document. A template has been provided for you on Canvas.
- Complete ALL questions in the SAME document, one after the other. Include the number of the question at the top of each answer. Do not include the questions, only the question number and your typed answer.
- There is ONE short answer question (10 marks) and TWO essay questions (20 marks each). You must answer ALL questions.
- The short answer question has a maximum word count of 400 words.
- EACH essay question has a maximum word count of 750 words.
- You will then submit your Word document on Canvas. Go to Assignments > Final Assessment.
- Your answers will be put through Turnitin to check for similarity. If there is a significant proportion on your answer copied from another source, marks will be deducted. Serious cases of plagiarism will result in zero grade and can result in University of Auckland disciplinary action.
- It is your responsibility to ensure your Final Assessment is successfully submitted on time. Please do not leave it to the last minute to submit your Final Assessment.

Communication
- Please do not communicate with anyone else about the Final Assessment while it is open, including students and MKTG201 staff. You will not be able to use Piazza.
- If you wish to raise concerns during the Final Assessment, please call the Contact Centre for advice: Auckland: 09 373 7513, Outside Auckland: 0800 61 62 63, International: +64 9 373 7513.
- For any Canvas issues, please use 24/7 help on Canvas by chat or phone.
- If any corrections are made during the 24 hours, you will be notified by a Canvas Announcement. Please ensure your notifications are turned on during this period.

Academic honesty declaration

By completing this assessment, I agree to the following declaration:

I understand the University expects all students to complete coursework with integrity and honesty. I promise to complete all online assessment with the same academic integrity standards and values. Any identified form of poor academic practice or academic misconduct will be followed up and may result in disciplinary action.

As a member of the University’s student body, I will complete this assessment in a fair, honest, responsible and trustworthy manner. This means that:
- I declare that this assessment is my own work.
- I will not seek out any unauthorized help (i.e., anyone other than the University approved i.e. University of Auckland contact centre or canvas support) in completing this assessment.
- I declare that this work has not been submitted for academic credit in another University of Auckland course, or elsewhere.
- I am aware the University of Auckland may use Turnitin or any other plagiarism detecting methods to check my content.
- I will not discuss the content of the assessment with anyone else in any form, including, Canvas, Piazza, Facebook, Twitter or any other social media within the assessment period.
- I will not reproduce the content of this assessment anywhere in any form.
- I declare that I composed the writing in this assessment independently, using only the tools and resources defined for use in this assessment.
INSTRUCTIONS

- You will access and submit your Final Assessment in Canvas.
- Your Final Assessment is worth 50% of your final grade for the course.
- The Final Assessment is comprised of ONE short answer question (10 marks) and TWO essay-based questions (20 marks each).
- You must answer ALL questions.
- Treat this Final Assessment like a regular examination. Our expectation is that students will spend approximately 2 hours/120 minutes completing the Final Assessment.
- Although you have a 24-hour time frame to do this Final Assessment, this is to allow for flexibility around your schedule and if you encounter any technical/connectivity issues.

Please see the University web page in the link below for FAQs about Final Assessments: https://www.auckland.ac.nz/en/students/student-support/remote-learning-support/online-learning-assessment-exams/assessment-and-exams/final-assessments-faq.html
FORMAT AND SUBMISSION

- Your answers need to be typed in a Word document and you need to save your answers as a Word document. A template will be provided for this purpose. Download and save to your computer.

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- It is your responsibility to ensure your final assessment is successfully submitted on time. Please don’t leave it to the last minute to submit your final assessment.
FORMAT AND SUBMISSION:

- Your answers will be put through Turnitin to check for similarity so please write as much as possible in your own words.

- If there is a significant proportion on your answer copied from another source, marks will be deducted. Serious cases of plagiarism will result in zero grade and can result in the University of Auckland taking disciplinary action.

- No additional research is required to complete this exam. Use the resources from the course.

- APA referencing is not required. If you want to reference you can, but I still expect students to write as much as possible in their own words. Do not have large sections of copied material.
COMMUNICATION

 Please do not communicate with anyone else about the final assessment while it is open. This includes students and course staff (Margot, Milind and Nane). You will not be able to use Piazza.

 If you wish to raise concerns during the Final Assessment, please call the Contact Centre for advice: Auckland: 09 373 7513, Outside Auckland: 0800 61 62 63, International: +64 9 373 7513

 For any Canvas issues, please use 24/7 help on Canvas by chat or phone.

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ACADEMIC HONESTY DECLARATION

**Academic honesty declaration**

By completing this assessment, I agree to the following declaration:

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Any identified form of poor academic practice or academic misconduct will be followed up and may result in disciplinary action.

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- I declare that this work has not been submitted for academic credit in another University of Auckland course, or elsewhere.
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SETTING UP SHELL/DUMMY COURSE

- Set up in ‘real’ course first – dates, times, etc.
  Renamed from Exam to Final Assessment

- In shell/dummy course:
  - Day, time (including 30 minutes grace time)
  - File upload selected, and
  - Turnitin selected.

![Date & times](image.png)
SETTING UP SHELL/DUMMY COURSE

- In shell/dummy course:
  - Provided a very basic level of instructions and the 'help' information. This is also included in the full instructions, declaration and questions document.
SETTING UP SHELL/DUMMY COURSE

- In shell/dummy course:
  - A VERY basic rubric has been included to aid the team in marking. Each marker will include their score for each question they mark. This rubric will therefore automatically calculate the total.

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<th>Due</th>
<th>For</th>
<th>Available from</th>
<th>Until</th>
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<td>18 Jun at 13:00</td>
<td>19 Jun at 13:30</td>
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<table>
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<td>0.0 Pts No marks</td>
<td>10.0 pts</td>
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<tr>
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<td>3</td>
<td>20.0 Pts Full marks</td>
<td>0.0 Pts No marks</td>
<td>20.0 pts</td>
</tr>
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</table>

Total points: 50.0
SNAGS

- PDF or Word document for the questions?
- Word count?
- Overload students?
- Rubric design > future options for this…
- Trepidation…