

ATTACHMENT 2 (g)

Course Report

Kingdom of Saudi Arabia

The National Commission for Academic Accreditation & Assessment

**COURSE REPORT
(CR)**

APEC 327: Efficiency of Marketing Functions

Instructor: Prof. Othman Saad Alnashwan

A separate Course Report (CR) should be submitted for every course and for each section or campus location where the course is taught, even if the course is taught by the same person. Each CR is to be completed by the course instructor at the end of each course and given to the program coordinator

A combined, comprehensive CR should be prepared by the course coordinator and the separate location reports are to be attached.

Course Report

For guidance on the completion of this template refer to the NCAAAA handbooks or the NCAAAA Accreditation System help buttons.

Institution : King Saud University	Date of Report : May 31, 2014
College/Department: College of Food & Agricultural Sciences, Department of Agricultural Economics	

A. Course Identification and General Information

1. Course title: : Efficiency of Marketing Functions Code # APEC Section # 327						
2. Name of course instructor : Prof. Othman Saad Alnashwan						Location: KSU Riyadh
3. Year and semester to which this report applies. Second semester 2014						
4. Number of students starting the course? : 13 student Students completing the course? : 12 student						
5. Course components (actual total contact hours and credits per semester): 45 Hour						
	Lecture	Tutorial	Laboratory	Practical	Other:	Total
Contact Hours	35			6	4	45
Credit	3					3

B. - Course Delivery

1. Coverage of Planned Program			
Topics Covered	Planned Contact Hours	Actual Contact Hours	Reason for Variations if there is a difference of more than 25% of the hours planned
Dimension of the formal processing and food specifications	2.5	2.5	
Spatial dimension, transport and food handling	2.5	2.5	
The temporal dimension and storage of food	5	5	
Efficiency of food marketing - technical efficiency	5	5	
Efficiency of food marketing - price efficiency	5	5	
Marketing techniques - equipment and facilities	5	5	
Internet Usage in Marketing (e. commercial)	5	5	
The effects of marketing techniques on the	5	5	

efficiency of food marketing			
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2. Consequences of Non Coverage of Topics
For any topics where the topic was not taught or practically delivered, comment on how significant you believe the lack of coverage is for the course learning outcomes or for later courses in the program. Suggest possible compensating action.

Topics (if any) not Fully Covered	Effectuated Learning Outcomes	Possible Compensating Action
NA		

3. Course learning outcome assessment.

	List course learning outcomes	List methods of assessment	Summary analysis of assessment results
1	Upgrade student practice skills of efficiency of marketing functions	1. First quarterly exam	Average 12 from 20
2	Drawing marketing strategies in the context of the market environment to improve the efficiency of marketing functions	2. Second quarterly exam	Average 15 from 20
3		3. final exam	Average 32 from 40
4		4. Evaluation of the reports.	Average 4.5 from 5
5		5. Assignments	Average 4.6 from 5
6		6. Homework	Average 8.5 from 10
7			
8			

Summarize any actions you recommend for improving teaching strategies as a result of evaluations in table 3 above.

NA

4. Effectiveness of Planned Teaching Strategies for Intended Learning Outcomes set out in the Course Specification. (Refer to planned teaching strategies in Course Specification and description of Domains of Learning Outcomes in the National Qualifications Framework)

List Teaching Methods set out in Course Specification	Were these Effective?		Difficulties Experienced (if any) in Using the Strategy and Suggested Action to Deal with Those Difficulties.
	No	Yes	
<p>1- Assigned smaller groups of the student in the evaluation of marketing strategies for one of the marketing companies of wholesale and other retail trade.</p> <p>2- Encourage students to participate in searching for globally unique marketing acts.</p>			
<p>During a visit to the central vegetable market , students discuss the sellers and buyers.</p>			
<p>Attending auctions and bidding in the central vegetable market, the student prepare a detailed report on that visit and discuss it in the class.</p>			
<p>1- Encourage the students to search for information in that area through internet.</p> <p>2- Drawing plans of efficiency of marketing functions</p>			

Note: In order to analyze the assessment of student achievement for each course learning outcome, student performance results can be measured and assessed using a KPI, a rubric, or some grading system that aligns student work, exam scores, or other demonstration of successful learning.

C. Results

1. Distribution of Grades

Letter Grade	Number of Students	Student Percentage	Explanation of Distribution of Grades
A	4	31	
B	3	23	
C	2	14	
D	3	23	
F	1	8	
Denied Entry	0		
In Progress			
Incomplete			
Pass	12	92	
Fail	1	8	
Withdrawn	0		

2. Analyze special factors (if any) affecting the results NA

3. Variations from planned student assessment processes (if any) (see Course Specifications). NA

a. Variations (if any) from planned assessment schedule (see Course Specification) NA

Variation	Reason

b. Variations (if any) from planned assessment processes in Domains of Learning (see Course Specification)	
Variation	Reason
NA	NA

4. Student Grade Achievement Verification (eg. cross-check of grade validity by independent evaluator).	
Method(s) of Verification	Conclusion

D. Resources and Facilities

1. Difficulties in access to resources or facilities (if any) NA	2. Consequences of any difficulties experienced for student learning in the course. NA
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E. Administrative Issues

1 Organizational or administrative difficulties encountered (if any) NA	2. Consequences of any difficulties experienced for student learning in the course. NA
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F Course Evaluation

1 Student evaluation of the course (Attach survey results report)
a. List the most important recommendations for improvement and strengths
b. Response of instructor or course team to this evaluation

2. Other Evaluation (e.g. by head of department, peer observations, accreditation review, other stakeholders)
NA
a. List the most important recommendations for improvement and strengths
b. Response of instructor or course team to this evaluation

G. Planning for Improvement

1. Progress on actions proposed for improving the course in previous course reports (if any). NA			
Actions recommended from the most recent course report(s)	Actions Taken	Results	Analysis
a. NA			
b.			
c.			
d.			

2. List what actions have been taken to improve the course (based on previous CR, surveys, independent opinion, or course evaluation).

NA

3. Action Plan for Improvement for Next Semester/Year NA

Actions Recommended	Intended Action Points and Process	Start Date	Completion Date	Person Responsible
a.				
b.				
c.				
d.				
e.				

Name of Course Instructor: Prof. Othman Saad Alnashwan

Signature: _____ Date Report Completed: 31 MAY 2014

Program Coordinator: _____

Signature: _____ Date Received: _____