

Learning Teaching & Assessment Resources

Authentic Assessment Exemplar:

Assessment Title	Co-op Co-op: What Challenges Face the Future of Marketing?
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Module Title that Assessment Delivered on	Market Dynamics: Assessment and Analysis
Primary Student Cohort (Year on Programme / FT or PT or Both / UG or PG or AP)	

Overview of Assessment (Max 100 words)

Final year Digital Marketing students undertake a module where they are looking to the future of Marketing and anticipating what changes are likely to have the most impact on Marketing. The aim of the assessment is to encourage the students to identify an area of Marketing theory and practice that they are interested in and believe is likely to be affected the latest research. They then carry out an integrative literature review, reviewing the latest literature in their field and identifying the implications for marketers of the future.

What Change was Made to Assessment to Enhance its Authenticity? (Max 100 words)

Inspired by the Co-op Co-op assessment design (King, 1993) the assessment was redesigned as follows: The students worked in small groups and then as a class in a workshop setting to identify what they believed were the most significant challenges to marketing in the next 5+ years. As a class, they then voted for the most important challenges, arriving at a final shortlist of research themes. Students self-assigned themselves to a research theme based on interest rather than friend group. Each group member selected an individual minitopic. They then researched the minitopic and gave a lecture to their research group which was assessed by the group and the lecturer. Then each group gave a workshop on their theme, covering all their minitopics, to the class. This was assessed by the lecturer and the class. There was a final round of assessment based on overall performance, given by the group to individual members. In total the lecturer awarded 60% of the marks whereas the students awarded 40% of the marks. Only academic literature was included in the lecture content; in the workshop, case examples were included.

What was the Impact on Student Engagement / Performance? (Max 100 words)

This redesign had a dramatic effect on student engagement and performance which improved across every measure. Previously students had been distracted with other assignments and so did not put enough time into researching or writing their literature review. Because the students now have to stand in front of their peers and deliver content that would be helpful and meaningful to them, they were now much more engaged in ensuring they were achieving a high standard of work. In addition, they were working in groups based on a shared interest and goal, rather than working with their friends, replicating the reality of the workplace where you must work with colleagues who you may not know well. In addition, they were being exposed to the latest thinking in the area where they plan to work for their careers, which enhanced their overall understanding of concepts that they had covered to date, with many connections being made and moments of expanded understanding.

One Thing you would do Differently Next Time (Max 50 words)

Although it is very important to include the students in deciding the research themes, they lacked enough industry experience and context which slowed down the process. Next time, I would identify some key themes in advance to help them have more focus and then allow them to refine the list or add to it.

Authenticity Indicators

