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Ollscoil Teicneolaíochta na Mumhan
Munster Technological University



Developing an Ethos of Authentic Assessment

Marketing @ MTU Cork

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12 January 2022



NATIONAL FORUM
FOR THE ENHANCEMENT OF TEACHING
AND LEARNING IN HIGHER EDUCATION

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Overview

- Meet the Team
- Background
- What We Have Learned – DELTA
- SATLE – Supporting AA
- Student Journey – Communication and AA
- Q & A



Department Overview

Department Established in 2013

- 4-fold increase in enrolled students – approx. 900 per annum. 40+ Lecturing team
- Programmes:
 - Bachelor of Business (Honours) in Marketing
 - MSc in Marketing Practice
 - Certificate in Digital Marketing
 - Bachelor of Business (Honours) in International Business with Language
 - Higher Diploma in Business in Sales Management
 - MSc in International Business – Offered part-time and full-time
 - MA in Global Business Practice
 - MSc in Digital Marketing – Operates online and on-campus
 - Certificate in Sales Strategy & Techniques
 - BA (Hons) in International Business with Aviation Studies
 - BSc (Hons) in Global Business and Pilot Studies



Marketing Discipline

- Broad range of activities across undergrad, postgrad, on campus and online, full and part time.
- Broad lecturing team with range of academic and industry experience.
- Fast-changing discipline – textbooks/academia not necessarily keeping up to date.



The journey so far..

- Lecturer Professional Development
- MSc in Marketing Practice – Strong Practical element
- Digital Marketing Programmes
- Defining Authentic Assessment
- Embedding and supporting AA within full-time undergrad



Disciplinary Excellence in Learning, Teaching and Assessment (DELTA)



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Taking Stock

- Where are we now?



Enhancement Priorities

- Where do we want to be?



Action Plan

- How will we get there?



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Mentimeter

Enter CODE 2211 7923

www.menti.com

Benefits of Authentic Assessment

Multiple responses

Benefits of AA



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Student

- Understanding challenges
- Application of learning
- Development of skills
- Engagement
- Workplace-readiness



Lecturer

- Motivation
- Professional development
- Industry links
- Curriculum design
- Assessment OF/FOR/AS learning



Industry

- Marketing research
- Generation of ideas
- Fresh perspective
- Younger demographic
- Identification of talent

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Industry Feedback



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The expertise, the knowledge, input and output was amazing

I was overwhelmed by the quality of the response to the brief

The energy, enthusiasm and engagement of the students

I was blown away by their level of commitment

A great source of leading edge technology and marketing techniques

Dedicated, hard working, focused students that were clearly supported by lecturers

It brought sales, new customers, and helped us create a far bigger national presence.

The enthusiasm, respect and professionalism displayed by the lecturers

Amazing ideas, many of which we have implemented

I believe your approach and ethos is first class

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Some Recent Industry Partners



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AA with Cork Airport



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Marketing communications challenge for Cork Airport

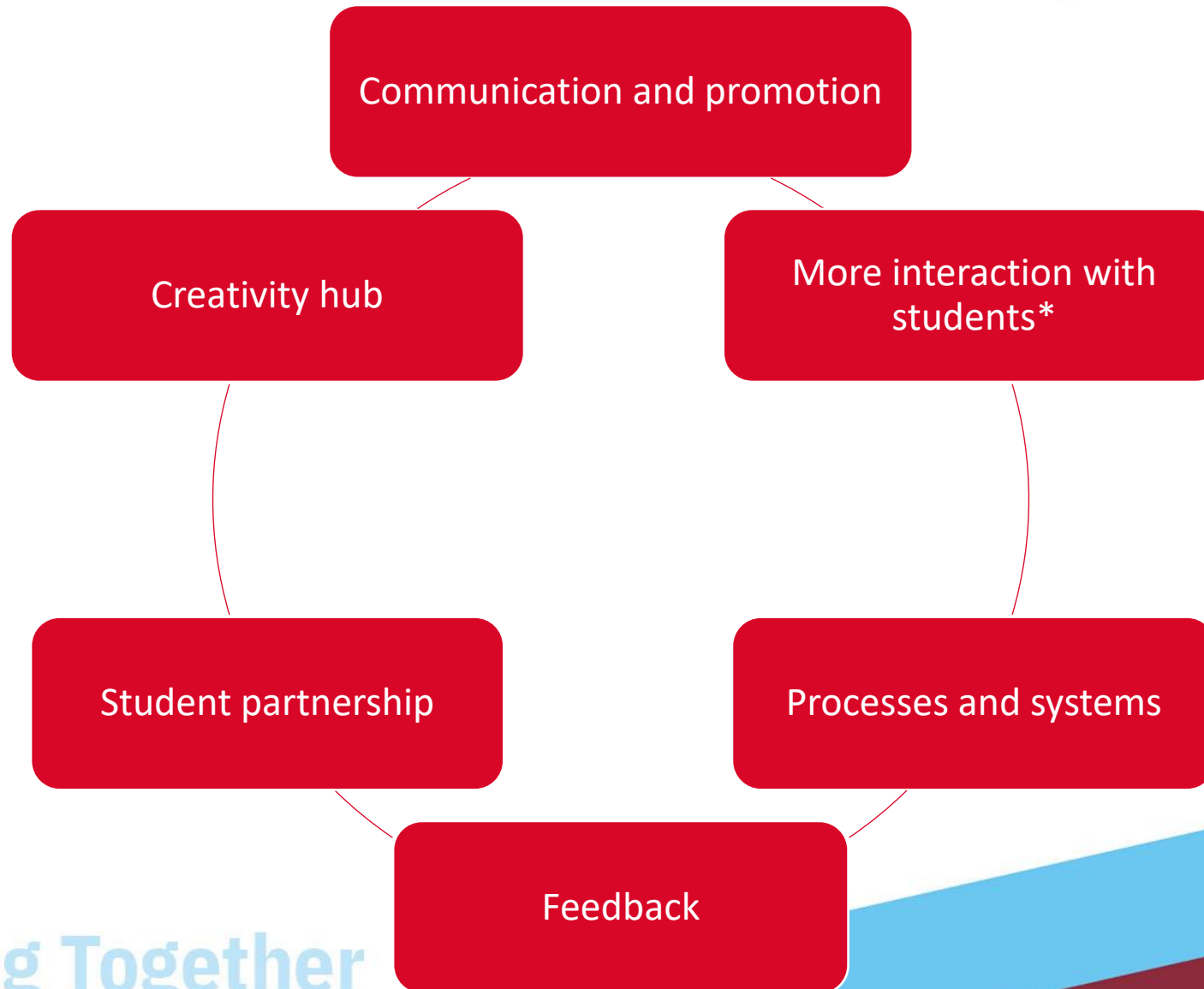
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How Can We Improve?



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Strategic Alignment of Teaching & Learning Enhancement (SATLE) Funded Project

- Overall aim is to make it easier for **lecturers** to adopt a particular form of AA, that is live assignments, as a preferred form of assessment.
- Maintaining positive **student** engagement & facilitating student co-creation.
- Meeting and exceeding the **partner organisations'** requirements.

WIT, May 2007: Alan O Herlihy, CEO of Club Wireless Ltd presents first prize to students of the MBSI degree.



Objectives

- Assistance with **design of modules** that provide opportunities for AA reflective of the discipline requirements & student life-cycle.
- **Develop material** to explain AA to potential partner organisations with view to identifying practices that help manage & improve engagement.
- Facilitate process of **student co-creation** with respect to AA practices.
- Implement systems across all programmes to **capture & disseminate** AA activities .



WIT, May 2010: Students of the MBSI programme who completed a live project on behalf of Irish Handmade Glass Company receive their prize from company directors Tony Hayes & Derek Smith.



CIT, May 2016: Aoife Clarke, Head of Communications at Lidl Ireland presents students of the B.Bus. Marketing degree with their prize.



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Outputs

- Guidelines for designing AA oriented modules inc. checklists & time-lines;
- Templates to draft: module descriptors, assignment briefs, marking schemes & rubrics;
 - Dealing with large-class sizes
 - Assessing group-work options
- Repository to capture all AA activity with case-studies & contact details;
- Video & documentation promoting AA to students & partner organisations.



MTU, Dec 2021: Brian Kelly, Business Development Director at **Corporate Care Relocation** with students from the MSc in Marketing Practice.



Developmental Phase

Show students this is real

Shortlist

Have a prize

*This project is funded as part of MTU's
'Strategic Alignment of Teaching & Learning
Enhancement 2020'*

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Teaching and Learning in Higher Education, coordinated
by the Teaching and Learning Unit.*



The Student Journey



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DELTA Conversations

- A rapidly growing department
- The bigger picture is difficult to see
- Untold stories across programmes, year groups, etc.



The Student Journey Idea

- Demonstrate contributions of lecturing team
- Acknowledge and celebrate those contributions
- Telling our unique story from the Student perspective

Multiple Audiences

Peers

Incoming Students

Potential Students/CAO

Careers Officers

Open Days

Industry Partners

On Socials

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MTU Marketing &
International Business

The Student Journey

Focus Group Student Input

Focus Group Themes

Practical Learning
Live Cases (AA)
Pastoral Care
Industry Exposure

Bachelor of Business
(Hons) in Marketing
Alumni

'I had something to talk about at my placement **interviews** and again for my current job.'

'I understood the reason behind the modules more because it **made sense** when I used it to make recommendations to the companies.'

'It was an **eye-opener** to see how various companies work and benefit from specific strategies.'

'Live cases gave me the opportunities to **gain experience** in a safe place as a student.'

'Solving those **real-world problems** felt like the work we were doing in our group was important.'



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The Student Journey



Graduate Profile

Soft Skills

Employability & Transferable Skills
Communication, Initiative,
Problem Solving, Teamwork, etc

Discipline Specific Skills

Digital Skills
Technical Marketing Theory
Market/Trend Awareness



Department of Marketing
& International Business
School of Business

Department Lecturing Team

Authentic Assessment

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The Student Journey



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Output

3-4mins animation

**Focus on the Bachelor of
Business (Hons) in Marketing**

**Fictitious characters telling real
stories**

The Student Journey

**A group of students reflecting on
their experiences**



This is TLU Teaching & Learning Development Funded work sponsored by the Teaching and Learning Unit, Office of the Registrar and VP for Academic Affairs in partnership with the Department of Marketing & International Business.



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Thank You!

For more information, please email MIBCork@mtu.ie

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