

THE IMPORTANCE OF WEEKLY QUIZES IN MEASURING STUDENT PERFORMANCE

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ABSTRACT

What role do weekly quizzes play in marketing education? Does they generate student involvement in the course? Do weekly quizzes improve student performance? Does they affect the final grade?

I deliver PowerPoint presentations on every chapter and ask my students to prepare themselves for the weekly quiz before our next meeting. We start the lecture with weekly quizzes and students are given 40 minutes for completing their task. While composing weekly quizzes I include both multiple choice and short essay questions. I believe it is an effective way to check the knowledge of each chapter among the students.

After grading each week's quiz I pay attention to the mistakes students make and we go through the common ones at our next lecture. This helps my students to know where do they make mistakes and to which part of the chapter do they have to pay more attention.

Weekly quizzes play an important role in the final grade as well. I apply 15% of the final grade to

weekly quizzes. This as well as the fact that students can check themselves and see what they acquired motivates them to study well each chapter.

I have also tried giving a weekly test on the chapters that I explained the same day. While comparing the results I noticed that students perform better on the quizzes that include previously covered materials.

Students who have weekly quizzes and study chapter by chapter perform better on mid-terms and final exams. In addition to encouraging more regular study, quizzes may provide feedback on where students should focus their efforts during final exams. This also explains why they should study well for weekly quizzes.

In my practice I noticed that the method of using weekly quizzes during marketing education plays an important role in measuring student performance. I believe that the use of weekly quizzes enhances student learning since it encourages students to study on a regular basis.