


Assessing change in student understanding of a career field

Cheryl Wachenheim
North Dakota State University



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Individual Student Learning Activities

Learning by observation: Students spend a day riding with a sales professional in their field of interest, and reflect on a sales call within the context of the sales process.

Learning by doing: Students sell to sales professionals who role play customers.

Both projects include a written paper.

Assessment of student understanding of the agricultural sales profession has involved comparing student responses to questions from the first day of class to those provided during the final week of class.

The questions:

Describe to me a typical day in the life of a salesperson, first identifying what you are selling and the level of customer you will be calling on

What are other things you must do on a fairly regular basis?

What are other things do you do at least annually?

Objective: assess changes in student perception of the profession.

Comparison of student's pre- and post-course responses.

Student perceptions changed most in the area of how time is allocated, the level of detailed planning and administrative work required to manage a sales territory, and the need for explicit consideration to work-life balance given the unique seasonal requirements of the profession.

