

Success Story

University of Kentucky



Challenge

MKT300 is an introductory core business course required for all business students. With an ambitious HyFlex course model and an emphasis on building foundational knowledge in marketing, Instructor Holly Hapke recognized the need for a dynamic and interactive study app.

Solution

Sharpen™ by McGraw Hill

Result

After using the Sharpen study platform, the baseline knowledge of students improved, resulting in a higher final exam score and a higher grade, when averaged across the class.

“

Sharpen has had a positive impact on the student learning experience by reinforcing the core concepts and skills taught in my Principles of Marketing course.”

—Instructor Holly Hapke



Holly Hapke

Senior Marketing Lecturer
University of Kentucky –
Gatton College of Business
Lexington, Kentucky

The Challenge

Instructor Seeks Cutting-Edge Study App to Reinforce Foundational Knowledge

In navigating the complexities of a HyFlex course model with nearly 900 students, Holly sought to enhance student engagement and elevate learning outcomes in her Principles of Marketing course with the Sharpen Study App. Holly's innovative teaching approach accommodates three modes at once: she teaches to in-person students in a large lecture hall while also live-streaming the lecture to remote students, and engaging others who access the lecture later on-demand. As Holly teaches, she uses a wide range of software to keep students engaged and motivated, whether they are in-person or online. This builds a culture of inclusivity as all students have access to the same resources, in their preferred format.

The Solution

Studying that Gets Straight to the Point

In the fall term of 2023, Holly introduced the Sharpen Study App to her course for additional study preparation. Sharpen offers interactive study materials (videos, quizzes, flashcards, summaries), personalized learning pathways, and access to course materials on their mobile phones and the web at studysharpen.com. With Sharpen's intuitive dashboard, students can track their progress in real-time, earn badges and rewards, and use approved study materials that align seamlessly with the existing course curriculum. Holly recommended Sharpen alongside McGraw Hill Connect® for *Grewal/Levy: Marketing, 8e*. Students used Connect to complete reading and required homework assignments and used Sharpen for on-the-go practice before their final exam.

The Results

Exam Scores and Grades Improved with Sharpen

The implementation of Sharpen into Holly's Principles of Marketing course yielded measurable results, underscoring Sharpen's impact on student learning outcomes. Test performance improved with students' mean exam scores increasing from 77.2% to 80.0% (figure 1), signaling enhanced preparedness and comprehension.

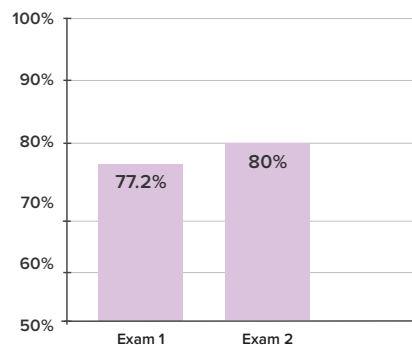
“It really helped me prepare for all my quizzes that we had this year. Without the Sharpen app, I wouldn't have scored as highly as I did.”

—Student

Comparing students enrolled in spring 2023 without access to Sharpen to the fall 2023 students with access to Sharpen, overall final student grades improved from 3.065 to 3.195.

With a strong foundation of trust in Sharpen's content, improved student outcomes, and a positive learning experience reported by students, Holly's course exemplifies the efficacy of the Sharpen Study App in empowering student learning.

Figure 1



“I liked that it had multiple ways of studying such as quizzes or flashcards; it was easy to use.”

—Student

“It was a well-organized app. I think it is a great addition for courses because it is specific to our courses and provides a concise space to find study tools.”

—Student

“It helped me track my learning progress and identify areas that I could improve.”

—Student

Instructor Bio

Holly Hapke is a Senior Lecturer in the Department of Marketing and Supply Chain Management at the Gatton College of Business & Economics, University of Kentucky. She teaches hundreds of students in the Principles of Marketing course each semester. She has directed study abroad programs in Brazil for World Cup 2014, Germany, and Australia. Holly taught faculty development courses for Kufa University (Iraq). Prior to joining the faculty in 2007, Holly taught at Northwood University – Toyota Program Center (Georgetown, Kentucky), Georgetown College (Georgetown, Kentucky), Middle Tennessee State University (Murfreesboro, Tennessee), and Howard Payne University (Brownwood, Texas). Holly received her MBA from Tarleton State University, part of Texas A&M University System in Management and Marketing. In addition to teaching, she is the faculty advisor for the American Marketing Association collegiate chapter at UK, which offers many benefits, from career resources, platforms for professional development, leadership development, and many marketing activities.

School Profile

Gatton College of Business & Economics at the University of Kentucky prepares graduates with the skills and knowledge they need to compete globally with the utmost integrity and professionalism. The Gatton College of Business and Economics has been accredited by AACSB International, the Association to Advance Collegiate Schools of Business, since 1926.

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