

MSBA MARKETING ASSESSMENT PLAN

Mission/Vision Statement

The mission of the Master of Science in Business Administration - Marketing program is to educate students on the role and practice of marketing within an organization. The program prepares students to work in the marketing field at an advanced level.

Goals & Student Learning Outcomes

I. Demonstrate effective analytical and critical thinking skills to evaluate marketing problems and develop solutions to them.

Student Learning Outcomes:

SLO #1.1: Analyze theoretical and applied marketing problems regarding the role and practice of marketing within the organization.

SLO #1.2: Identify the influence of external business environmental forces on marketing issues and offer appropriate solutions that address these influences.

SLO #1.3: Identify marketing problems and appropriately evaluate alternative solutions and courses of action.

- **Content Delivered in:** MKT 701 or MKT 779, MKT 790; Supported by content in chosen electives.
- **Assessment Method:** Marketing plan in MKT 790.

II. Understand the role and practice of marketing within an organization including theoretical and applied aspects of specific marketing concepts.

Student Learning Outcomes:

SLO #2.1: Define and apply knowledge of key concepts in marketing to business situations:

- Market Segmentation
- Target Marketing
- Positioning
- Branding
- Product/ Service planning
- Pricing concepts and strategy
- Distribution concepts and strategy
- Advertising and Promotion

SLO #2.2: Identify significant trends and developments in current and future marketing practices and explain how they affect marketing decisions.

- Content Delivered in: BA 655 (or upon admission for those waived from BA 655), MKT 701 or MKT 779, MKT 790; Supported by content in chosen electives.
- **Assessment Method:** Marketing plan in MKT 790.

III. Understand how to develop and evaluate strategic and tactical marketing plans and programs and assess marketing performance.

Student Learning Outcomes:

SLO #3.1: Develop and implement comprehensive marketing plans.

SLO #3.2: Analyze marketing strategies and plans that include various elements of the market mix.

SLO #3.3: Use primary and secondary sources of information to develop and analyze markets and customers.

- **Content Delivered in:** MKT 701 or 779, MKT 766, MKT 790.
- **Assessment Method:** Marketing plan in MKT 790.

Assessment Timeline

All goals and corresponding student learning outcomes are assessed twice annually.

GOAL	SLO		
I	1.1, 1.2, 1.3	Fall & Spring	Annually
II	2.1, 2.2	Fall & Spring	Annually
III	3.1, 3.2, 3.3	Fall & Spring	Annually

MSBA Marketing Curriculum Map

Course SLO	BA 655	MKT 701	MKT 766	MKT 779	MKT 790
1.1		X		X	X
1.2		X		X	X
1.3		X		X	X
2.1	X	X		X	X
2.2	X	X		X	X
3.1		X		X	X
3.2		X		X	X
3.3		X	X	X	X