

**MARKETING DEPARTMENT ASSESSMENT REPORT 2006-2007**  
**Student Learning Outcomes Committee**  
**Department/Program Assessment Results Report**

Department/Program: Marketing      Degree: M.S.B.A  
Date Submitted: March 26, 2007

**I.      Drawing upon the goals and objectives contained in the department/program student learning assessment plan, what was the focus of the department's student learning assessment for the past academic year?**

The Marketing Department has three goals (with corresponding student learning outcomes) for its MSBA program. They are:

**Goal 1: Demonstrate effective analytical and critical thinking skills to evaluate marketing problems and develop solutions to them.**

Learning Outcomes:

- Proficiency in analyzing marketing problems and issues facing companies and organization. (SLO #1)

**Goal 2: Understand the role and practice of marketing within an organization including theoretical and applied aspects of the marketing discipline.**

Learning Outcomes:

- Ability to demonstrate an understanding of key concepts such as market segmentation, targeting, positioning, and branding; and the role of product/service planning, pricing, distribution, and promotion in the marketing process. (SLO #2, a- h)
- Ability to demonstrate an understanding of how marketing decisions are influenced by various forces in the external business environment as well as significant trends and developments affecting current and future marketing practices. (SLO #3a & 3b)

**Goal 3: Understand how to develop and evaluate strategic and tactical marketing plans and programs and assess marketing performance.**

Learning Outcomes:

- Ability to demonstrate a proficiency in the development and analysis of marketing strategies and plans that include various elements of the marketing mix. (SLO #4)
- Ability to demonstrate a proficiency in analyzing markets and customers utilizing primary and secondary sources of information. (SLO #5)

Assessment efforts for the MSBA degree during the past year focused on and included all the above stated goals and student learning outcomes.

**II.      What information was collected, how much, and by whom?**

Students in the MSBA program are required to develop a marketing plan for a company or organization as their culminating program experience. Successful completion of this comprehensive plan requires the student to demonstrate mastery of all the goals and learning outcomes identified in Part I of this report. The plans are read by marketing department faculty (two faculty members read each plan). If the two raters are highly divergent in their assessments then a third reader/rater is used. The raters assess the marketing plans using a rubric that covers all student learning outcomes for the program. The rubric is attached to this report as Appendix I.

During the calendar year 2006 (Spring and Fall semesters) a total of 15 students completed marketing plans. Eight of the fifteen plans (66.7%) were assessed in the manner described above.

### **III. What conclusions were drawn on the basis of the information collected?**

A spreadsheet of data for the eight cases is attached as Appendix II. There were no cases where the two raters were deemed sufficiently different in their assessments to necessitate asking a third rater to read the marketing plan. It was determined that a score of 3 or above on the 4 point scale would be deemed acceptable. Further, if 85% of the cases assessed were deemed acceptable it would be concluded that the program was achieving the correspondent student learning outcome.

As can be seen by the data in Appendix II, 5 of the 13 learning outcomes (or sub-part learning outcomes) were judged as not being adequately met based on this assessment. Specifically, students did not demonstrate that they were adequately achieving the following student learning outcomes:

- Ability to demonstrate an understanding of the following key concepts:
  - Market Segmentation
  - Targeting
  - Positioning
  - Branding
  - Promotion.

### **IV. How will the information be used to inform decision-making, planning, and improvement?**

The Marketing Department faculty has discussed the results of the MSBA program assessment undertaken in 2006. Since the inter-related concepts of Marketing Segmentation and Targeting are extremely key, all MSBA students will be required, through advising, to take either MKT 701 (Seminar in Marketing Planning and Programs) or MKT 779 (Advanced Marketing Strategy) as part of their MSBA program. Both of these courses include segmentation and targeting as prominent topics. Further, there has been much

discussion in the department about the need/desire to develop a new graduate level course in Branding (such a course would also touch on the topic of positioning). Although existing human resources do not currently allow for the addition of a permanent Branding course (the Marketing Department has had three resignations in the past year), a “pilot” of the course is being offered during the Spring 2007 semester through MKT 729 (Contemporary Topics in Marketing) due to the availability of a highly qualified adjunct instructor. Adding Branding as a permanent departmental offering remains at the top of the list at the point when the resource situation changes.

Report Completed by: Kathy Krentler

Date: March 26, 2007

**Appendix I**  
**Rubric for Assessing MSBA Student Learning Outcomes as Demonstrated on**  
**Marketing Plans**

**Marketing 790 Project Assessment**

**Name of Project:** \_\_\_\_\_

As part of our assessment process for the M.S. Specialization in Marketing, we are using a review of the comprehensive marketing plan projects developed by students in MKT 790. The marketing plans should be evaluated with regard to the various criteria that are relevant to the goals and student learning outcomes for the M.S. degree in Marketing. As you read each plan, please indicate how well you feel it reflects each of the following criteria by circling the appropriate number on the 4 point scale where 4=Very Good, 3=Good, 2=Fair, and 1=Poor:

- |   |   |   |   |   |
|---|---|---|---|---|
| 1. Proficiency in analyzing marketing problems and issues facing companies and organizations.   | 4 | 3 | 2 | 1 |
|   |   |   |   |   |
| 2. Ability to demonstrate an understanding of key concepts such as:   |   |   |   |   |
| • Market Segmentation   | 4 | 3 | 2 | 1 |
| • Targeting   | 4 | 3 | 2 | 1 |
| • Positioning   | 4 | 3 | 2 | 1 |
| • Branding  | 4 | 3 | 2 | 1 |
| • Product/Service Planning  | 4 | 3 | 2 | 1 |
| • Pricing   | 4 | 3 | 2 | 1 |
| • Distribution  | 4 | 3 | 2 | 1 |
| • Promotion   | 4 | 3 | 2 | 1 |
|   |   |   |   |   |
| 3. Ability to demonstrate an understanding of how marketing decisions are influenced by:  |   |   |   |   |
| • Various forces in the external environment  | 4 | 3 | 2 | 1 |
| • Significant trends and developments affecting current and future market practices.  | 4 | 3 | 2 | 1 |
|   |   |   |   |   |
| 4. Ability to demonstrate a proficiency in the development and analysis of marketing strategies and plans that include various elements of the marketing mix. | 4 | 3 | 2 | 1 |

5. Ability to demonstrate a proficiency in analyzing markets and customers utilizing primary and secondary sources of info.      4      3      2      1

**Please add any comments you have regarding specific strengths or weaknesses of the project with regard to meeting the above student learning outcomes for the M.S. program in Marketing on the back.**

**Appendix II**  
**Marketing Plan Assessment Data**

CASE >>>	#1	#2	#3	#4	#5	#6	#7	#8	RATING
<b>SLO #1</b>									
<b>A</b>	4	4	4	2	4	3	3	4	
<b>B</b>	3	3	2	4	3	3	3	4	100% 3 or above
<b>SLO #2A</b>									
<b>A</b>	3	4	4	2	4	3	2	4	
<b>B</b>	2.5	2	3	4	3	3	3	4	75% 3 or above
<b>SLO #2B</b>									
<b>A</b>	3	4	4	3	4	2	2	4	
<b>B</b>	3	3	3	4	3	3	2	4	75% 3 or above
<b>SLO #2C</b>									
<b>A</b>	3	4	3	3	3	3	3	3	
<b>B</b>	3	2	2	3	2	2	3	4	62.5% 3 or above
<b>SLO #2D</b>									
<b>A</b>	3.5	4	3	3	3	3	3	3	
<b>B</b>	3	2	2	3	2	3	3	4	75% 3 or above
<b>SLO #2E</b>									
<b>A</b>	4	4	4	3	4	4	3	4	
<b>B</b>	3.5	3	3	4	3	3	3	4	100% 3 or above
<b>SLO #2F</b>									
<b>A</b>	3	4	3	3	4	3	3	3	
<b>B</b>		2	3	4	3	3	3	4	100% 3 or above
<b>SLO #2G</b>									
<b>A</b>	3	4	4	3	3	4		3	
<b>B</b>	2.5	3	3	3	4	3		4	85.7% 3 or above
<b>SLO #2H</b>									
<b>A</b>	4	4	4	2	3	2	2	3	
<b>B</b>	4	3	4	4	3	3	3	4	75% 3 or above
<b>SLO #3A</b>									
<b>A</b>	4	4	4	3	3	3	3	4	
<b>B</b>	4	4	3	4	3	4	4	4	100% 3 or above
<b>SLO #3B</b>									
<b>A</b>	4	4	4	3	4	4	2.5	4	
<b>B</b>	3.5	4	3	4	4	3	4	4	100% 3 or above
<b>SLO #4</b>									
<b>A</b>	4	4	4	2	4	4	3	4	
<b>B</b>	3.5	3	4	4	3	3	3	4	100% 3 or above
<b>SLO #5</b>									
<b>A</b>	3	4	4	3	4	4	3	4	

**B** 3 2 4 4 4 3 4 4 100% 3 or above