

Marketing Department Assessment Report 2009-10

Student Learning Outcomes Marketing

Department Assessment results Report

Department/Program: Marketing
Submission date: March 23, 2010

Degree: MSBA

I. Working from your assessment report of last year, please discuss some changes made or strategies implemented in response to last year's results.

Several of the areas identified in previous assessments of the MSBA in Marketing as problematic evidenced substantial improvement over the past few years as emphasis of them had been added to both conceptual and casework in MSBA courses. Consequently, no changes were made in the 2009-10 academic year to the curriculum or to the project that is a requirement of the final course, MKTG 790. It is this project that provides the mechanism for faculty to evaluate Student Learning Outcomes

A weakness found in the results of previous assessments of the MSBA program was a deficiency in the achievement of SLOs as related to Branding issues. A Branding class was added to the curriculum and offered each semester since Spring, 2007. Since the class is an elective, not all MSBA students take the course. Scores of specific SLOs for branding actually declined in the 2008-09 year despite many students taking the Branding class. No specific correlation analysis was conducted to determine which students had been in the Branding course and which students performed less effectively on the Branding concept.

Overall, few changes were made in the MSBA Program in Marketing or in the assessment tools. The MSBA is being diminished and replaced with only an MBA option. The Marketing Department has had and will continue to have fewer participants in the program making substantial changes to currently effective assessment methodology unwarranted. This reduction in the size of MSBA programs is occurring across the College of Business Administration as changes to the MBA program have resulted in many students choosing to pursue that degree rather than the MSBA. Several MSBA programs in the college have been phased out entirely. This may be the future of the MSBA, Marketing although a decision to this effect has not yet been made.

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

(This section of the report also contains some results for the identified goals.)

The goals and SLOs for the MSBA have remained unchanged for the academic year, 2009-10. The measured goals are:

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

- 1.1 Analyze theoretical and applied marketing problems regarding the role and practice of marketing within the organization.
- 1.2 Identify the influence of external business environmental forces on marketing issues and offer appropriate solutions that address these influences.
- 1.3 Identify marketing problems and appropriately evaluate alternative solutions and courses of action.

Goal #2: Understand the role and practice of marketing within an organization including theoretical and applied aspects of specific marketing concepts..

- 2.1 Define and apply knowledge of key concepts in marketing to business situations:
 - 2.11 Market Segmentation
 - 2.12 Target Marketing
 - 2.13 Positioning
 - 2.14 Branding
 - 2.15 Product/ Service planning
 - 2.16 Pricing concepts and strategy
 - 2.17 Distribution concepts and strategy
 - 2.18 Advertising and Promotion
- 2.2 Identify significant trends and developments in current and future marketing practices and explain how they affect marketing decisions.

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

- 3.1 Develop and implement comprehensive marketing plans.
- 3.2 Analyze marketing strategies and plans that include various elements of the market mix.
- 3.3 Use primary and secondary sources of information to develop and analyze markets and customers.

The assessment of graduating MSBA students within the Marketing Department is measured in a project in the form of development of a Marketing Plan for a functioning firm. Each plan was evaluated by two faculty members in each case using the same instrument. All goals and SLOs assessed by this culminating project.

Overall performance was atypically below the Marketing Department's target of 85% of students being evaluated as either Good or Very Good on several dimensions;

- Market Segmentation
- Targeting

- Positioning
- Branding
- Pricing

The reason for more low performing dimension than in the past is the small number on which the data is compiled. Two low scores out of nine were able to greatly diminish the average. The areas on which students did have problems were not substantially different from past years. While there were individuals who did not meet a Good or Excellent rating on every dimension, no one student performed poorly on their entire project. In contrast, there were two categories in which all nine students performed at least a level “3,” Good.

III. What information was collected, how much, and by whom? (Assessment Methodology)

The MSBA Program has been assessed using one rubric each semester for the past six years to evaluate individual MSBA students’ Marketing Plans. Each MSBA student develops a marketing plan in his for her final semester as part of the fulfillment of the culminating experience. The project is supervised, reviewed and subsequently assessed by two faculty members independently. Should there be a substantial discrepancy, a third faculty member would be asked to also assess the project. No discrepancies occurred during the 2008-09 academic year. The rubric is found in Appendix A.

IV. What conclusions were drawn on the basis of the information collected?

The evaluation is a four point rating scale and totals of the evaluations for 2009 students are compiled in Appendix B . In Spring, 2009, there were eight students who wrote MKTG 790 Marketing Plans that were fully evaluated. In Fall, 2009, there was a single student who wrote supervised and fully evaluated marketing plans.

In no case did the two faculty evaluators disagree sufficiently on evaluations of each element of the MSBA Marketing plans that a third evaluator needed to be enlisted. In fact, the evaluations indicated high inter-rater reliability. One of the raters was the same individual in each case while the second reader varied across eight other faculty members as assigned to the semester’s projects.

Of the nine MSBA students who completed their course work and the Marketing Plan during 2009, there was respectable performance and achievement of SLOs. The average for 2008 was 93%, and for this year it was 97%. The overall evaluation was that MSBA students were meeting the departmental learning outcomes fairly well. While no student scored a “Poor”, a 1, on any single SLO, and there were 4 out of 52 total evaluations that were rated as Fair. While most of the SLOs were assessed as fairly evenly divided between Good and Excellent, on three dimensions, students performed particularly well with everyone achieving at least a good rating or higher. These three were the ability to track and analyze trends and future market practices,

the ability to analyze markets and customers through the use of primary and secondary sources, and promotion decisions.

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

Performance by the nine MSBA students in meeting the Marketing Department's goals was good. There was some variability from student to student in their performance on individual concepts and student learning outcomes. There has also been some variability from year to year on how students fare on individual concept SLO achievement. In part, that could stem from different material covered in cases in the required courses Marketing 701 or 779 from semester to semester. It is also somewhat driven by the actual firms and the industries on which students conduct the analysis for their marketing plans. Some topics do not lend themselves as well to, for example, an aggressive distribution strategy or a full-scale IMC due to limited funds.

With a rapidly diminishing MSBA Program in Marketing and students increasingly moving towards the MBA, the Department anticipates the issue of evaluation and assessment will also move to the MBA Program in the next year or two.

Report completed by: Lois Olson

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Appendix A

Marketing Plan Rubric

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 B: Marketing Plan Assessment 2009-10

Learning Outcome	2009-10 (1-4)	2008-09 (1-4)	Rating \geq 3
SLO 1.1 Role and practice of MKTG within the organization- theoretical and applied	3.75	3.4	100%
SLO1.2 Influence of external business environmental forces	3.45	3.5	82%
SLO1.3 Identify problems and evaluate alternative solutions and course of action	3.55	3.3	85%
SLO 21 Define and apply knowledge of key concepts: 2.11Market Segmentation	2.88	3.5	78%
SLO 2.12 Target Marketing	3.55	3.25	82%
SLO 2.13 Positioning	2.88	3.0	72%
SLO 2.14 Branding	3.44	2.65	82%
SLO 2.15 Product/Service Planning	3.77	3.25	100%
SLO 2.16 Pricing Concepts	2.8	2.85	75%
SLO 2.17 Placement Concepts	3.1	2.65	92%
SLO 2.18 Promotion Concepts	3.45	3.0	100%
SLO 2.2 Understanding significant trends and developments in current and future marketing practices	3.66	3.5	92%
SLO 3.1 Develop comprehensive plans and implement the plan	3.45	3.5	90%
SLO 3.2 Development and analysis of marketing strategies + plans that include various elements of the mix	3.44	3.3	92%
SLO3.3 Development + analysis of markets + customers employing primary/ secondary sources of information	3.33	3.4	85%