

**BSBA MARKETING –
INTEGRATED MARKETING COMMUNICATIONS EMPHASIS
ASSESSMENT PLAN
(Updated 04/2015)**

Mission/Vision Statement

The mission of the undergraduate program in Marketing is to educate students on the role and practice of marketing within an organization. For students choosing an emphasis in Integrated Marketing Communications (IMC), the goal is to provide a foundation of marketing knowledge and an in-depth understanding of specific areas of marketing communications tools including advertising, public relations/publicity, direct marketing, internet/interactive marketing, media and international advertising.

Program Learning Goals & Degree Learning Outcomes

I. Understand the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline.

Degree Learning Outcomes:

DLO #1.1: Define and apply knowledge of the following key concepts such as the marketing concept, segmentation, targeting, positioning, branding, buyer behavior, global marketing applications, the role of the product/service planning, pricing, distribution, and IMC in the marketing process, and the importance of developing a market orientation in the organization to business situations.

DLO #1.2: Identify how marketing decisions are influenced by forces in the business environment as well as significant trends affecting marketing practices.

- **Assessment Methods:** Senior Assessment Exam (100 question multiple choice exam) administered in capstone courses (MKTG 472, 479)
- **Assessment Timing:** Spring semester every other year

II. Demonstrate proficiency in marketing research skills.

Degree Learning Outcomes:

DLO #2.1: Explain how to design and execute marketing research studies using qualitative and quantitative approaches.

DLO #2.2: Evaluate marketing research studies.

DLO #2.3: Use industry-standard marketing research statistical software such as SPSS for data analysis and interpretation of marketing research results.

- **Assessment Methods:** Individual Assignments in MKTG 470
- **Assessment Timing:** Spring semester every other year

III. Understand how marketers can design and adapt their campaigns and strategies based on the psychology of their buyers and the processes these

buyers employ to learn about, select, use, and dispose of products, so that marketers can create positive social and economic returns.

Degree Learning Outcomes:

DLO #3.1: Describe the psychology of how buyers learn, feel, reason, and make decisions that are influenced by their context and processing strategies.

DLO #3.2: Outline the processes that buyers employ to learn about, select, use, and dispose of products and describe the impact these processes have on the individual, firm, and environment.

DLO #3.3: Recommend ways in which marketers can adapt and improve their marketing campaigns and strategies to more effectively identify, reach, and communicate with their target markets.

- **Assessment Methods:** Embedded Assignment in MKT 371
- **Assessment Timing:** Every other year, Fall or Spring semester to be determined

IV. IMC - Understand how to develop, analyze, and evaluate strategic and tactical IMC plans and programs and to assess their performance.

Degree Learning Outcomes:

DLO #4.1: Explain the role of IMC in the overall marketing program.

DLO #4.2: Identify and define the components of an IMC plan.

DLO #4.3: Use effectiveness measures to evaluate IMC strategies and plans.

- **Assessment Methods:** Under development through embedded assignment in MKT 472
- **Assessment Timing:** To be determined

Curriculum Map (Spring 2015)

Course	1.1 Key Concepts		1.2 External Forces		2.1 Design and Execute Research		2.2 Evaluate Research		2.3 Use Statistical Software for Research		3.1 Psychology of Buyers		3.2 Decision Making Process		3.3 Recommendations for Reaching Consumers		IMC - 4.1 Role of IMC	IMC - 4.2 Identify and Define Components of IMC Plan	IMC - 4.3 Use Effectiveness Measures to Evaluate IMC Strategies		
	Primary Focus	Introduced	Reinforced	Primary Focus	Introduced	Primary Focus	Introduced	Primary Focus	Introduced	Primary Focus	Introduced	Primary Focus	Introduced	Primary Focus	Introduced	Primary Focus				Introduced	
370: Principles	Primary Focus	Introduced	Reinforced	Primary Focus	Introduced						Primary Focus	Introduced	Primary Focus	Introduced	Primary Focus	Introduced	Reinforced	Introduced			
371: Consumer Behavior	Primary Focus	Reinforced	Reinforced	Primary Focus	Reinforced	Reinforced	Reinforced	Introduced	Introduced	Introduced	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Reinforced	Reinforced	Introduced	Introduced	
470: Research	Reinforced			Reinforced	Applied in Group	Reinforced	Applied in Group	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Reinforced				
373: Intro to IMC	Reinforced			Reinforced		Reinforced		Reinforced		Introduced	Reinforced				Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	Primary Focus	
472: Advanced IMC	Reinforced	Reinforced	Applied in Group	Reinforced		Reinforced		Reinforced		Reinforced	Applied in Group	Reinforced	Applied in Group	Reinforced	Primary Focus	Primary Focus	Reinforced	Primary Focus	Reinforced	Primary Focus	Primary Focus

