

Marketing Department Assessment Report 2010-11

Student Learning Outcomes Marketing

Department Assessment Results Report

Department/Program: Marketing

Degree: MSBA (On Campus and
SDSU/University of Malta Program)

Submission date: April 14, 2010

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 **On Campus** 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 2010 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. During 2010, only three students, all in the Fall semester, were MSBA students completing their individual Marketing Plan in MKTG 790.

Overall, few changes were made in the MSBA Program in Marketing **On Campus** 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 **On Campus** although a decision to this effect has not yet been made.

The MSBA, Marketing degree is however, the SDSU earned degree in the SDSU/University of Malta program and it is anticipated that this will continue to be the case for the duration of the "Malta" program. The Malta program was initiated in 2009 with the first cohort completing studies in September 2010. Assessment efforts for the program based on this first cohort are reported in this document.

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?

The goals and SLOs for the MSBA have remained unchanged for the academic year, 2010. 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 as shown in Appendix A, was good and met the Marketing Department's target of 85% of students being evaluated as either Good or Very Good on several dimensions; In this set of three student evaluations, drawing conclusions beyond the fact that no one scored below a "3" on dimension/SLO is difficult given the population size. All objectives were met for the department.

MSBA – Malta Program

The MSBA, Marketing degree delivered in the Malta program has an emphasis on integrated marketing communications. Hence in addition to the three goals identified above, the following two goals have been added:

Goal #4: Understand the role of and practice of integrated marketing communication including theoretical and applied aspects.

4.1 Explain how IMC decisions are influenced by internal and external environmental factors.

4.2 Describe the role of IMC in the overall marketing communications program.

Goal #5: Understand how to develop and evaluate strategic and tactical IMC plans and programs and assess communications effectiveness.

5.1 Develop and analyze IMC strategies and plans that include various elements of the promotional mix including advertising, [public relations, sales promotion, direct marketing, and the Internet and interactive media.

5.2 Produce an integrated marketing communications plan.

III. Assessment Methodology

The MSBA Program **On Campus** has been assessed using one instrument 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 in the 2010 academic year.

MSBA, Malta Program

The MSBA in the Malta program is assessed using student portfolios. Multiple assignments completed for courses across the program that map to individual student learning outcomes have been identified. Each SLO has two or three assignments across courses mapped to it. Students collect the identified assignments into an electronic portfolio which must be submitted as a requirement of the program. The assignments are rated by relevant course instructors and an outside rater using the simple rubric of "Exceeds Expectations", "Meets Expectations", or "Below Expectations" in demonstrating the outcome of the relevant SLO. Since there were only ten students in the program in 2009-2010, all portfolios were rated. Benchmarks of 30% of all students exceeding expectations and 80% meeting or exceeding expectations were set for all goals and student learning outcomes.

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 A** . In Spring, 2010, there were no students who wrote MKTG 790 Marketing Plans. In Fall, 2009, there three students who wrote fully evaluated marketing plans as part of MKTG 790.

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. Evaluations indicated a high inter-rater reliability. One of the raters was the same individual in each case while the second reader varied across three other faculty members assigned to the semester's projects.

MSBA, Malta Program

Strong inter-rater reliability existed in the assessment of student portfolios. A summary matrix of the results of the assessment is found in Appendix B. As noted in the appendix, established benchmarks were met.

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

Performance by the three **MSBA On Campus** 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. Variation 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 **On Campus** 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.

MSBA, Malta Program

The satisfactory results reported in Appendix B do not call for adjustments to the program at the present time. Future cohorts, including the 2010-2011 cohort that is currently in the program, will be asked to submit portfolios and the assessment methodology utilized for the first program cohort will be continued.

Report completed by: Lois Olson (On Campus) and Kathy Krentler (Malta Program)

Date: April 14, 2011

Appendix A: Marketing Plan Assessment 2009-10

Learning Outcome	2010 (1-4)	2009 (1-4)	2008 (1-4)	Rating \geq 3 2010
SLO 1.1 Role and practice of MKTG within the organization- theoretical and applied	3.66	3.75	3.4	100%
SLO1.2 Influence of external business environmental forces	3.33	3.45	3.5	100%
SLO1.3 Identify problems and evaluate alternative solutions and course of action	3.33	3.55	3.3	100%
SLO 2.1 Define and apply knowledge of key concepts:				
SLO 2.11 Market Segmentation	3.66	2.88	3.5	100%
SLO 2.12 Target Marketing	3.33	3.55	3.25	100%
SLO 2.13 Positioning	3.33	2.88	3.0	100%
SLO 2.14 Branding	3.33	3.44	2.65	100%
SLO 2.15 Product/Service Planning	3.33	3.77	3.25	100%
SLO 2.16 Pricing Concepts	3.66	2.8	2.85	100%
SLO 2.17 Placement Concepts	3.66	3.1	2.65	100%
SLO 2.18 Promotion Concepts	3.33	3.45	3.0	100%
SLO 2.2 Understanding significant trends and developments in current and future marketing practices	3.66	3.66	3.5	100%
SLO 3.1 Develop comprehensive plans and implement the plan	3.0	3.45	3.5	100%
SLO 3.2 Development and analysis of marketing strategies + plans that include various elements of the mix	3.33	3.44	3.3	100%
SLO3.3 Development + analysis of markets + customers employing primary/ secondary sources of information	3.33	3.33	3.4	100%

Marketing 790
Marketing Plan Evaluation Sheet

Situation /External Analysis		Excellent	Good	Fair	Poor
1.	Overview of industry	___	___	___	___
2.	Review of Marketing Environment	___	___	___	___
3.	Identification of relevant trends and factors affecting the industry	___	___	___	___
4.	Competitive Analysis	___	___	___	___
5.	Market Analysis (Size, projected growth, segmentation)	___	___	___	___
Evaluation of Situation/External Analysis		___	___	___	___
Marketing Strategy and Plan					
6.	Marketing Goals and Objectives	___	___	___	___
7.	Target Market Identification	___	___	___	___
8.	Marketing Program				
	Product/Service	___	___	___	___
	Pricing	___	___	___	___
	Distribution	___	___	___	___
	Advertising and Promotion	___	___	___	___
9.	Coordination/Implementation of Marketing Plan	___	___	___	___
10.	Evaluation and Control Recommendations	___	___	___	___
Evaluation of Marketing Strategy and Plan		___	___	___	___

Overall Evaluation of Paper and Recommendation:

___ High Pass ___ Pass ___ Low Pass ___ Fail

If Low Pass or fail what areas need corrected to pass (use back of sheet):

Appendix B: Malta Program Assessment Summary Matrix

Goal/SLO	Course	Project	% BE	% ME	% EE	
1.1	5580	CB Project	33.3	41.7	25.0	
1.1	574	Intl Adv Project	0.0	50.0	50.0	
1.1	768	Mktg Memo II	0.0	70.0	30.0	
1.1		SUMMARY	11.3	53.9	35.0	3 assignments
2.1	729 (1)	Branding Project	16.7	41.7	41.7	
2.1	779	Strategy Final	0.0	70.0	30.0	
2.1		SUMMARY	8.4	55.8	35.8	2 assignments
2.2	762	Thought Paper	8.3	66.7	25.0	
2.2	729 (2)	IMC Plan	0.0	0.0	100.0	
2.2	574	Intl Adv Project	0.0	50.0	50.0	
2.2		SUMMARY	2.8	38.9	58.3	3 assignments
3.1	729 (1)	Branding Project	16.7	41.7	41.7	
3.1	779	Strategy Final	0.0	80.0	20.0	
3.1		SUMMARY	8.4	60.8	30.8	2 assignments
3.2	5570	Res Methods Asmt	16.7	75.0	8.3	
3.2	574	Intl Adv Project	0.0	50.0	50.0	
3.2		SUMMARY	11.1	52.8	33.3	2 assignments
4.1	762	IMC Analysis Paper	16.7	41.7	41.7	
4.1	729 (1)	Branding Project	16.7	66.7	16.7	
4.1	574	Intl Adv Project	0.0	50.0	50.0	
4.1		SUMMARY	11.1	52.8	36.1	3 assignments
4.2	762	IMC Analysis Paper	16.7	41.7	41.7	
4.2	729 (1)	Branding Project	16.7	50.0	33.3	
4.2		SUMMARY	16.7	45.8	37.5	2 assignments
5.1	762	IMC Analysis Paper	16.7	41.7	41.7	
5.1	729 (1)	Branding Project	8.3	50.0	41.7	
5.1	729 (2)	IMC Plan	0.0	60.0	40.0	
5.1		SUMMARY	8.3	50.6	41.1	3 assignments
5.2	729 (2)	IMC Plan	0.0	0.0	100.0	
5.2	790	IMC Plan			100.0	
5.2		SUMMARY	0	0	100	2 assignments