

Marketing Major Assessment Plan University of Wisconsin – Parkside

1. Introduction

This document describes an assessment plan for the Marketing major at UW-Parkside. Following the discussion by such experts as Barbara Walvoord, Kathryn Martell and Thomas Calderon, the assessment plan is based on four fundamental steps (Martell and Calderon, 2005; Walvoord 2004).

1. Articulate goals for student learning.
2. Identify courses in which material related to these goals is taught and the course(s) in which these goals will be assessed.
3. Gather evidence on how well our students meet these learning goals using direct and indirect measures.
4. Use the evidence gathered in Step 3 for continuous improvement.

The rest of this assessment plan is organized as follows. Section 2 discusses six distinct program level learning goals for the Marketing major degree program. This section also identifies core Marketing courses that provide students opportunities to develop skills and knowledge related to these learning goals. Section 3 presents rubrics (direct measures) for each of the five learning goals. Section 4 presents a plan on how this evidence will be used for improvement of the Marketing major. Section 5 indicates other factors to consider for the Marketing major assessment. This section also presents indirect measures that may be used to assess student learning.

2. Learning Goals for the Marketing Major

The Marketing faculty of the Department of Business has collectively identified six learning goals for graduating Marketing majors. These learning goals are referred to as MKTLG1 (Marketing Learning Goal 1) thru MKTLG6 (Marketing Learning Goal 6), and are consistent with the objectives of the Marketing program as articulated in the “Authorization to Implement Marketing Degree” document developed by the Marketing faculty of the Department of Business and approved by the University of Wisconsin System Board of Regents in 2014.

The learning goals are:

- *MKTLG1*- Students will be aware and able to understand and apply concepts from core marketing topics, including buyer behavior, market research, product management, and promotions management.
- *MKTLG2*- Students will be able to understand, apply, and communicate buyer behavior, concepts to a realistic consumer product situation.
- *MKTLG3*- Students will be able to understand and apply promotions management

concepts, and teams will be able to prepare and present promotions plans to industry expectations, applying concepts to realistic client situations.

- *MKTLG4*- Students will be able to develop and execute a market research project to industry expectations in a community-based learning environment.
- *MKTLG5*- Students will understand product management concepts and will be able to manage a portfolio of business products in a realistic competitive situation, while integrating concepts from other disciplines, such as, research and development, pricing and promotions, forecasting and production, and finance.
- *MKTLG6*- Graduating Students will be able to prepare and present a Senior Marketing Thesis that will apply advanced marketing concepts to and will develop practical integrative solutions for realistic product/market situations that are relevant to their intended careers.

Table 1. Marketing Learning Goals (MKTLGs) and Course Matrix.

	MKTLG1 (Understand and Apply Core MKT Concepts)	MKTLG2 (Apply Buyer Behavior Concepts)	MKTLG3 (Prepare Promotions Plan for CBL Client)	MKTLG4 (Execute Research Strategies for CBL Client)	MKTLG5 (Manage Products in Competitive Situation)	MKTLG6 (Prepare and Present Senior Marketing Thesis)
MKT 350	RA	R	R	R	R	R
MKT 355		RA				
MKT 358			RA			
MKT 354				RA		
MKT 452					RA	
MKT 455						RA

A=Assessed

R=Required: Currently required in official course objective

Table 1 presents a matrix with these six learning goals and the courses in which content related to these learning goals is required to be taught and assessed. An “**R**” at the intersection of a row-column in this indicates that the material is required in that course. (See specific paragraph below on the role of MKT350-Marketing Principles as a prerequisite course for ALL advanced Marketing courses listed and a graduation requirement for all Business majors.) An “**RA**” in the matrix indicates that the MKTLG is assessed in that course. Other courses also may address the learning goal material, but at the instructor’s discretion.

As indicated by Table 1, more than one course may be required to provide content for each of the six MKTLGs. However, assessment data is collected from only one course for each MKTLG. Using one course for assessment of each MKTLG has the following advantages:

- It leads to implementation simplicity, since we are beginning measurement based on rubrics,
- Measuring each MKTLG in a single course will lead to greater consistency, since the results will be based on a uniform, repeatable set of assignments.

MKT350-Marketing Principles is considered required (“R”) preparation for all six Marketing Learning Goals, and is an essential pre-requisite course for all advanced Marketing courses listed below it. In MKT350, the foundational requirements for all six Marketing learning goals are met. MKT350 is also an integral part of the undergraduate Business curriculum, required of all Business, Accounting, and MIS students.

The Marketing learning goals also map to the university’s undergraduate shared learning goals. Table 2 highlights the relationship between the MKT and University learning goals.

Table 2: Mapping between MKT learning goals and the university’s shared learning goals.

MKTLG	University Shared Learning Goal
MKTLG1- Understand and Apply Core Marketing Concepts	Reasoned judgment, Communication, Social and Personal Responsibility
MKTLG 2- Understand and Apply Buyer Behavior Concepts	Reasoned judgment, Communication, Social and Personal Responsibility
MKTLG 3- Apply Promotions Management Concepts	Reasoned judgment, Communication, Social and Personal Responsibility
MKTLG 4 - Apply Research Strategies to CBL Clients	Reasoned judgment, Communication, Social and Personal Responsibility
MKTLG 5- Manage Products in Competitive Business Situation	Reasoned judgment, Communication, Social and Personal Responsibility
MKTLG 6 – Prepare and Present Senior Thesis on Relevant Topic	Reasoned judgment, Communication, Social and Personal Responsibility

Successful Marketing graduates must possess the reasoning ability, communication skills, and responsibility reflected in these learning goals. However, they also must possess the abilities of a business professional. Consequently, Marketing graduates are also assessed according to the business learning goals that are specified in the undergraduate business assessment plan.

3. Rubrics for Marketing Learning Goals

Communication of the learning goals to students. The learning goals for the Marketing program and the rubrics are published at the following web-site.

<http://www.uwp.edu/departments/business/>

The learning goals and the rubrics also are to be incorporated in course syllabus and outline documents where appropriate. The learning goals and rubrics applicable to each course will be referenced in the first class by each instructor.

Communication of the learning goals to new instructors. The department chair will meet with every new faculty member and communicate the assessment requirements for the course(s) they are scheduled to teach. The Marketing program level learning goals and the corresponding rubrics for assessing student learning will be clearly discussed.

Process for development of these learning goals and rubrics: These learning goals are arrived at by the current Marketing faculty and incorporate feedback from the Department of Business faculty and the College advisory board.

Organization of this section: Sections 3.1 through 3.6 present rubrics for marketing learning goals MKTLG1 through MKTLG6. The rubrics for each learning goal are designed based on individual student work. In other words, each student must work on his/her own to complete the assignments/exams/quizzes/projects discussed in the rubrics statements.

3.1 Rubric for MKTLG1

MKTLG1- Students will be aware and able to understand and apply concepts from core marketing topics, including buyer behavior, market research, product management, and promotions management.

Course in which this learning goal is assessed: MKT350-Marketing Principles

Course Embedded Activity for Assessment: MKT350 presently includes six quizzes on core marketing concepts. This foundational requirements for MKTLG1 in specific, and for the MKT program in general, is assessed in the present course configuration, by the administration of six quizzes (totaling 160 questions) to test theoretical and applied knowledge. Preparation of a basic marketing plan and participation in Foundation© business simulation do both require proper application of basic marketing concepts from such topics as buyer behavior, promotions management, market research, and product development.

Assessment Rubric:

<u>MKTLG1:</u>	Exemplary	Satisfactory	Unsatisfactory
Awareness and understanding of concepts from core marketing subjects	Demonstrates an advanced level of awareness and understanding of the concepts from core marketing subjects.	Demonstrates a developed level of awareness and understanding of concepts from core marketing subjects.	Fails to demonstrate a basic level of awareness and understanding of concepts from core marketing subjects.
Application of concepts from core marketing subjects	Demonstrates an advanced ability to apply concepts from core marketing subjects	Demonstrates an ability to apply concepts from core marketing subjects.	Does not demonstrate an ability to integrate concepts from core marketing subjects.
Integration of concepts from core marketing subjects	Demonstrates an ability to Integrate concepts from core marketing subjects	Demonstrates an ability to Integrate concepts from core marketing subjects	Does not demonstrate an ability to Integrate concepts from core marketing subjects

3.2 Rubric for MKTLG2

MKTLG2- Students will be able to understand, apply, and communicate buyer behavior concepts for a realistic consumer product situation.

Course in which this learning goal is assessed: MKT355-Buyer Behavior

Course Embedded Activity for Assessment: MKT355 presently includes ten multiple essay tests on concepts from core buyer behavior subjects (5pts each, subtotal 50pts). The course also incorporates consumer research projects, which require student teams to understand, apply, and communicate concepts in application to a realistic consumer product situation that is relevant to student team’s interests (30pts, 12pp, 9exhs). Team presentations are assessed against a set of criteria by the professor and audience classmates (20pts, subtotal 150 pts, total 100pts).

Assessment Rubric:

<u>MKTLG2</u>	Exemplary	Satisfactory	Unsatisfactory
Understanding of concepts from buyer behavior	Demonstrates an advanced level of understanding of the concepts from buyer behavior	Demonstrates a developed level of understanding of concepts from buyer behavior.	Fails to demonstrate a basic level of understanding of concepts from buyer behavior.
Application of concepts from buyer behavior to a consumer product situation.	Demonstrates an advanced ability to apply concepts from buyer behavior to a consumer product situation.	Demonstrates an ability to apply concepts from buyer behavior to a consumer product situation.	Does not demonstrate an ability to integrate concepts from buyer behavior to a consumer product situation.
Presentation of solutions to a consumer product situation based on concepts from buyer behavior	Demonstrates an advanced ability to Present solutions to a consumer product situation based on concepts from buyer behavior	Demonstrates an ability to Present solutions to a consumer product situation based on concepts from buyer behavior	Does not demonstrate an ability to Present solutions to a consumer product situation based on concepts from buyer behavior

3.3 Rubric for MKTLG3

MKTLG3- Students will be able to understand and apply promotions management concepts, and teams will be able to prepare and present promotions plans to industry expectations, applying concepts to realistic client situations.

Course in which this learning goal is assessed: MKT358-Promotions Management

Course Embedded Activity for Assessment: MKT358 presently includes ten multiple essay tests on concepts from core promotions management subjects (5pts each, subtotal 50pts). The course also incorporates Promotions Plan projects, which require student teams to understand, apply, and communicate concepts in application to a realistic CBL client situation. Client projects are conducted under the auspices of CBL and the SEG Center, with appreciation. A series of plan deliverables culminates in a client Promotions Plan (30pts, 12pps, 9exhs). Team presentations are assessed against a set of criteria by the client, the professor, and audience classmates (20pts, subtotal 50 pts, total 100pts).

Assessment Rubric:

<u>MKTLG3</u>	Exemplary	Satisfactory	Unsatisfactory
Understanding of concepts from promotions management	Demonstrates an advanced level of understanding of the concepts from promotions management	Demonstrates a developed level of understanding of concepts from promotions management	Fails to demonstrate an adequate level of understanding of concepts from promotions management.
Application of concepts from promotions management to a CBL client situation.	Demonstrates an advanced ability to apply concepts from promotions management to a CBL client situation.	Demonstrates an ability to apply concepts from promotions management to a CBL client situation.	Does not demonstrate an ability to apply concepts from promotions management to a CBL client situation.
Presentation of solutions to a CBL client situation based on concepts from promotions management.	Demonstrates an advanced ability to Present solutions to a CBL client situation based on concepts from promotions management.	Demonstrates an ability to Present solutions to a CBL client situation based on concepts from promotions management.	Does not demonstrate an ability to Present solutions to a CBL client situation based on concepts from promotions management.

3.4 Rubric for MKTLG4

MKTLG4: Students will be able to develop and execute a market research project in a community-based learning environment

Course in which this learning goal is assessed: MKT 354-Market Research

Course Embedded Activity for Assessment: Under the instructor’s guidance, teams of about 4 students perform a market research project to professional standards for a CBL client (typically a small business or a not for profit organization.) Students must 1. Prepare a Research Proposal to Client (5% of final grade); 2. Conduct a Client Presentation (20% of final grade); 3. Prepare a Client Report (25% of final grade); and 4. Obtain Client Feedback. Feedback provided by client as evaluated by the instructor will have impact on the grade for items 2 and 3.

Assessment Rubric:

<u>MKTLG4</u>	Exemplary	Satisfactory	Unsatisfactory
Develop Research Objectives	Students are able to fully develop proper research objectives in terms of a management problem(s) to be addressed	Students are able to partially develop proper research objectives in terms of a management problem(s) to be addressed	Students are unable to develop proper research objectives in terms of a management problem(s) to be addressed
Proper Research Design	Student is able to properly design qualitative and quantitative research to test hypotheses and assumptions the clients may have and/or uncover new and important opportunities	Student is partially able to properly design qualitative and quantitative research to test hypotheses and assumptions the clients may have and/or uncover new and important opportunities	Student is unable to properly design qualitative and quantitative research to test hypotheses and assumptions the clients may have and/or uncover new and important opportunities
Analyze and Present	Student is able to properly and accurately analyze data and present findings and recommendations in an appropriate and understandable manner	Student is partially able to properly and accurately analyze data and present findings and recommendations in an appropriate and understandable manner	Student is partially able to properly and accurately analyze data and present findings and recommendations in an appropriate and understandable manne

3.5 Rubric for MKTLG5

MKTLG5- Students will understand product management concepts and will be able to manage a portfolio of business products in a realistic competitive situation, while integrating concepts from other disciplines, such as, research and development, pricing and promotions, forecasting and production, and financial planning.

Course in which this learning goal is assessed: MKT452- Product Management

Course Embedded Activity for Assessment: MKT452 presently includes ten multiple essay tests on concepts from core product management subjects (5pts each, subtotal 50pts). The course also incorporates the CapStone® business simulation, which requires student teams to understand, apply, and communicate concepts in core elements of Product Management, including research and development, pricing and sales forecasting, advertising and channel management, capacity and production planning, finance and TQM. Students make 6 to 8 rounds of up to 80 decisions each and measure their performance by three key metrics (Market share, Cum profit, and ROS; 20pts). Team final presentations are assessed against a set of criteria by the professor and audience classmates (10 pts, subtotal 30 pts, total 100 pts).

Assessment Rubric:

<u>MKTLG5</u>	Exemplary	Satisfactory	Unsatisfactory
Understanding of concepts from product management	Demonstrates an advanced level of understanding of the concepts from product management	Demonstrates a developed level of understanding of concepts from product management.	Fails to demonstrate a basic level of understanding of concepts from product management.
Application of concepts from product management to a realistic business simulation.	Demonstrates an advanced ability to apply concepts from product management to a realistic business simulation.	Demonstrates an ability to apply concepts from product management to a realistic business simulation.	Does not demonstrate an ability to integrate concepts from product management to a realistic business simulation.
Presentation of analysis of business simulation results based on concepts from product management	Demonstrates an advanced ability to Present analysis of business simulation results based on concepts from product management	Demonstrates an ability to Present analysis of business simulation results based on concepts from product management	Does not demonstrate an ability to Present analysis of business simulation results based on concepts from product management

3.6 Rubric for MKTLG6

MKTLG6- Graduating Students will be able to prepare and present a Senior Marketing Thesis that will apply advanced marketing concepts to and will develop practical integrative solutions for realistic product/market situations that are relevant to their intended careers.

Course in which this Learning Goal is Assessed: MKT 455-Marketing Management. This senior-level course, with advanced prerequisites, is essentially designed as a Senior Seminar, with limited class size, and strong emphasis on individual development of specialized Marketing skills, with immediate professional career application. This course involves extensive student-professor interaction, including extensive feedback on a series of developmental deliverables, taking the finished form of a Senior Thesis and audience presentation.

Course Embedded Activity for Assessment: MKT455 begins with ten multiple essay tests on concepts from the four or more core marketing subjects (5pts each for total 50 points). The course also incorporates an individual “Senior Thesis,” which requires students to integrate product and market concepts in application to a realistic situation that is relevant to the student’s professional career interests. Student is assigned a series of individual deliverables with due dates specified in the course syllabus: 1. Prepares a Thesis Concept memo, proposing the product and market situation and stating career relevance and available experts (5pts); 2. Prepares and submits a Thesis outline (5pts); 3. Prepares and submits a Thesis draft (10 pts, 12pp, 9exhs); 4. Prepares and Presents the Thesis to selected expert audience with Q and A (20pts, 15mins, 18ppts); 5. Finalizes and submits the Senior Thesis, incorporating audience and professor feedback (10 pts; thesis total 50 pts; course total, 100 pts).

Assessment Rubric:

<u>MKTLG6:</u>	Exemplary	Satisfactory	Unsatisfactory
Advanced level of understanding of concepts from core marketing subjects	Demonstrates an advanced understanding of the concepts from core marketing subjects.	Demonstrates a developed level of understanding of concepts from core marketing subjects.	Fails to demonstrate an advanced level of understanding of concepts from core marketing subjects.
Preparation of Senior Thesis based on application of core marketing subjects to topic of career interest	Demonstrates an advanced ability to prepare a Senior Thesis based on application of core marketing subjects to a specific topic of career interest.	Demonstrates an ability to prepare a Senior Thesis based on application of core marketing subjects to a specific topic of career interest.	Does not demonstrate an ability to prepare a Senior Thesis based on application of core marketing subjects to a specific topic of career interest.
Presentation of Senior Thesis to selected expert audience	Demonstrates an ability to Present a Senior Thesis to selected expert audience	Demonstrates an ability to Present a Senior Thesis to selected expert audience	Does not demonstrate an ability to Present a Senior Thesis to selected audience

