**Marking Major Assessment of Student Learning Plan.**

**(Updated 5/26/17)**

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| --- | --- | --- | --- | --- |
| Undergraduate Learning Outcome (ULO) | School Learning Outcome (SLO) | Measure | Target | Timeline |
| 1. Foundations for Learning: Develop skills common to the liberal arts and sciences: research, analysis, reflection, and communication. [ULO 1] | * Students will demonstrate advanced skills in analysis, teamwork, and oral and written communication. [SLO 3] | MRKT 333 Ad Project – Rubric items relevant to ULO 1.  MRKT 337 Integrated Marketing Communication Plan – Rubric items 1–3 and 10–12.  MRKT 339 Research Project – Rubric item Category “Project Reporting” | 60% of teams will score a 3 on applicable MRKT 333 project rubric items  70% of teams will score 25 out of 30 on MRKT 337 applicable project rubric items  70% of teams will score 40 out of 50 on applicable MRKT 333 project rubric items | Data collected each year, assessed every other year, spring of 2017 and ongoing  Data collected each year, assessed every other year, spring of 2017 and ongoing  Data collected each year, assessed every other year, spring of 2017 and ongoing |
| 2. Breadth and depth of knowledge: Develop knowledge common to the liberal arts and sciences in the fields of arts, humanities, natural sciences, and social sciences. Students will also develop specialized knowledge and disciplinary expertise. [ULO 2] | * Students will apply key marketing strategies in the changing real-world environment demonstrating a skilled understanding of the marketing function’s impact on organizations, consumers and society. [SLO 1] * Students will know systems and processes for analyzing marketing opportunities and problems. [SLO 2] | Marketing Qualtrics Test –Assessment Question sets 1, 2, and 3  Assessed in CORE | 83% Qualtrics mean score of applicable question set for MRKT 130 students  Assessed in CORE | Data collected each year, assessed every other year, spring of 2016 and ongoing  Assessed in CORE |
| 3. Faith knowledge & application: Develop informed and mature convictions about Christian faith and practice. [ULO 3]  (continued) | * Students will recognize the importance of being good stewards of the marketing profession in regards to social responsibility, law and ethics, and the Christian Faith. [SLO 4] | Marketing Qualtrics Test –question set 4  MRKT 438 Faith Integration Paper  Assessed in CORE | 83% Qualtrics mean score of applicable question set for MRKT 130 students  60% of students will score a 3 on the rubric  Assessed in CORE | Data collected each year, assessed every other year, spring of 2016 and ongoing  Data collected each year, assessed every other year, spring of 2017 and ongoing  Assessed in CORE |
| 4. Specialized skills and scholarship: Become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school. [ULO 4] | * Students will apply key marketing strategies in the changing real-world environment demonstrating a skilled understanding of the marketing function’s impact on organizations, consumers and society. [SLO 1] * Students will know systems and processes for analyzing marketing opportunities and problems. [SLO 2] | MRKT 333 Ad Project – Rubric items relevant to ULO 4.  MRKT 337 Integrated Marketing Communication Plan – Rubric items 4–9  MRKT 339 Research Project – Rubric item Category “Project Design and Execution”  Assessed in CORE | 60% of teams will score a 3 on applicable MRKT 333 project rubric items  70% of students will score 25 out of 30 on MRKT 337 applicable project rubric items  70% of teams will score 80 out of 100 on applicable MRKT 333 project rubric items  Assessed in CORE | Data collected each year, assessed every other year, spring of 2017 and ongoing  Data collected each year, assessed every other year, spring of 2017 and ongoing  Data collected each year, assessed every other year, spring of 2017 and ongoing  Assessed in CORE |
| 5 Self-Awareness: Gain awareness of identity, character, and vocational calling. [ULO 5] | * Students will know systems and processes for analyzing marketing opportunities and problems. [SLO 2] | Marketing Qualtrics Test –question set 5  Assessed in CORE | 83% Qualtrics mean score of applicable question set for MRKT 130 students  Assessed in CORE | Data collected each year, assessed every other year, spring of 2016 and ongoing  Assessed in CORE |

**Marketing Program Level Objectives:**

**SLO 1:** Students will apply key marketing strategies in the changing real-world environment demonstrating an expert knowledge of the marketing function’s impact on organizations, consumers and society. [ULO 2]

**SLO 2:** Students will know systems and processes for analyzing marketing opportunities and problems. [ULO 2, 4, 5]

**SLO 3:** Students will demonstrate advanced skills in analysis, teamwork, and oral and written communication. [ULO 1]

**SLO 4:** Students will recognize the importance of being good stewards of the marketing profession in regards to social responsibility, law and ethics, and the Christian Faith. [ULO 3]

**Appendix A: MRKT 339 Rubric for Group Project**

**MRKT 339 Rubric for Assessment: “Team \_\_\_\_\_” Rubric for Group Project**

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| --- | --- | --- | --- |
| Task | Possible Points | Total Points | Comments |
| **Project Design and Execution (ULO 1, SLO 3)** | **100** |  |  |
| Inclusion of a Research Proposal for your Project (Chapter 3)   1. Includes all sections of Research Proposal (excluding cost and research supplier) 2. Has defined the Research Objective 3. Well thought-out research design, sample to be interviewed, interviewing method etc. | 10  10  10 |  |  |
| Data Collection   1. Inclusion of detailed interviewer instructions, interviewer scripts to be followed, data collection forms, inclusion of quota sheets 2. Questionnaire construction: Questions worded and ordered appropriately; appropriate scales and response categories used 3. If applicable, Inclusion of well-thought-out interviewer discussion guide | 20  30 |  |  |
| Data Analysis   1. Inclusion of outlined coding instructions 2. Utilization of proper analytical techniques to analyze data | 5  15 |  |  |
|  |  |  |  |
| **Project Reporting (ULO 2, SLO 1, 2)** | **50** |  |  |
| Written Report   1. Report is organized and well written; concise; free of typos and errors 2. Data is clearly depicted in appropriately developed/labeled tables and graphs 3. Captured the Insights; Used “storylining”; Including “So what….Now What” recommendations | 10  10  10 |  |  |
| Oral Report   1. Clear oral presentation; Well organized and delivered. Charts support talking points | 10 |  |  |
|  |  |  |  |
| Team’s evaluation of each team member | 10 |  |  |
| **Total** | **150** |  |  |

**ULO 1:** MRKT 339 Research Project – Rubric item Category “Project Design and Execution”

[ULO 1] Foundations for Learning: Develop skills common to the liberal arts and sciences: research, analysis, reflection, and communication. [SLO 3] Students will demonstrate advanced skills in analysis, teamwork, and oral and written communication.

**ULO 4:** MRKT 339 Research Project – Rubric item Category “Project Reporting”

[ULO 1] Specialized skills and scholarship: Become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school. [SLO 1] Students will apply key marketing strategies in the changing real-world environment demonstrating a skilled understanding of the marketing function’s impact on organizations, consumers and society. [SLO 2} Students will know systems and processes for analyzing marketing opportunities and problems.

**Appendix B: MRKT 377 IMC Project Rubric for Assessment**

**GRADE SHEET: FINAL ADVERTISING CAMPAIGN PLAN REPORT “Team \_\_\_\_”**

1. Guidelines Followed /5 points **(ULO 1, SLO 3)**
2. Concepts Understood /5 points **(ULO 1, SLO 3)**
3. Situation Analysis /5 points **(ULO 1, SLO 3)**
4. Creative Strategy/Big Idea /5 points **(ULO 2, SLO 1, 2)**
5. Print Ads /5 points **(ULO 2, SLO 1, 2)**
6. Radio Ad /5 points **(ULO 2, SLO 1, 2)**
7. PR Event /5 points **(ULO 2, SLO 1, 2)**
8. TV Ad /5 points **(ULO 2, SLO 1, 2)**
9. Guerilla, Online, Social /5 points **(ULO 2, SLO 1, 2)**
10. Arguments Supported /5 points **(ULO 1, SLO 3)**
11. Grammar, Typo, Format, Organization /5 points **(ULO 1, SLO 3)**
12. Main Message, Strategic Thinking /5 points **(ULO 1, SLO 3)**

**Total Points:** /60

**Comments:**

**ULO 1:** MRKT 337 Integrated Marketing Communication Plan – Rubric items 1–3 and 10–12.

[ULO 1] Foundations for Learning: Develop skills common to the liberal arts and sciences: research, analysis, reflection, and communication. [SLO 3] Students will demonstrate advanced skills in analysis, teamwork, and oral and written communication.

**ULO 4:** MRKT 337 Integrated Marketing Communication Plan – Rubric items 4–9

[ULO 1] Specialized skills and scholarship: Become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school. [SLO 1] Students will apply key marketing strategies in the changing real-world environment demonstrating a skilled understanding of the marketing function’s impact on organizations, consumers and society. [SLO 2} Students will know systems and processes for analyzing marketing opportunities and problems

**Appendix C: MRKT 333 Ad Project Rubric**

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| --- | --- | --- |
| **Rubric for MRKT 333 Ad Project: To Develop skills common to the liberal arts and sciences: research, analysis, reflection, and communication (Learning Outcome #1)** | | |
|
| 1 | 2 | 3 |
| The final report analyzes few relevant consumer behavior concepts used in the ad and largely fails to effectively explain them. | The final report analyzes several relevant consumer behavior concepts used in the ad and somewhat effectively explains them. | The final report analyzes and effectively explains a large number of consumer behavior concepts used in the ad. |

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| --- | --- | --- |
| **Appendix D: Rubric for MRKT 333 Ad Project: To demonstrate specialized skills needed to pursue a career and/or graduate school (Learning Outcome #4)** | | |
| 1 | 2 | 3 |
| The final ad is of poor quality. | The final ad is of fair quality. | The final ad is of professional or near- professional quality. |
|  |  |  |
| **Target:** 60% of teams score 3 |  |  |
|  |  |  |