

IACBE Annual Report

For Academic Year: 2012-13

Program-Level Intended Outcomes Form: **MSMK Program**

Student Learning Information for the MSMK Program	
Mission of the MSMK Program:	The M.S. in Strategic Marketing program develops ethical and effective marketing professionals who are prepared to leverage marketing resources to deliver superior customer value, build brand equity, and positively impact stakeholder value for their organizations.
Intended Student Learning Outcomes for the MSMK Program :	
1.	Students will demonstrate and display creativity .
2.	Students will articulate and apply an ethical formation & decision making foundation for decision-making.
3.	Students will demonstrate effective communication savvy .
4.	Students will demonstrate customer focus to provide customer satisfaction.
5.	Students will demonstrate effective listening skills.
6.	Students will maintain a sense of perspective to add value for their customers.
7.	Students will demonstrate planning and time management .
8.	Students will maintain a healthy work-life balance .
9.	Students will demonstrate presentation skills by designing and delivering a message.
10.	Students will Demonstrate strategic insight & agility .

Assessment Tools/Methods for Intended Student Learning Outcomes - Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
Integrated Marketing Plan	All students will demonstrate mastery at a level of 80% or higher on the Integrated Marketing Plan using the rubric in Appendix E (assessed in MKT 600). Result: 86% of students fulfilled this objective.
Integrated Marketing Plan Board Presentation	All students will demonstrate mastery by earning an average of 35 or higher out of 50 points on the final integrated marketing plan board presentation using the rubric in Appendix E (assessed in MKT 600). Result: 100% of students fulfilled this objective.
Research Portfolio	All students will demonstrate mastery at a level of 80% or higher on the Research Portfolio written paper using the rubric in Appendix E (assessed in MKT 600). Result: 86% of students fulfilled this objective.
Ethnographic Observation Study	All students will score at least 80% on the Ethnographic Observation Study (assessed in MKT 530). Result: 100% of students fulfilled this objective.
Brand Audit with Peer Evaluation	All students will score at least 20/25points on peer evaluations related to brand audit teamwork. Result: 100% of students fulfilled this objective. All students will score at least 80% on the Brand Audit paper (assessed in MKT 540). Result: 100% of students fulfilled this objective.
Social Media Project	All students will score at least 80% on the social media project paper (assessed in MKT 570). Result: 100% of students fulfilled this objective.
Integrated Marketing Communications Plan	All students will score at least 80% on the IMC written report (assessed in MKT 580). Result: 71% of students fulfilled this objective.

Assessment Tools/Methods for Intended Student Learning Outcomes - Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:
Alumni Survey (N=3)	<p>The following alumni survey items will have a mean score of 4.00 or higher (5.00 scale) ; results are noted in bold. Note n=6</p> <ul style="list-style-type: none"> • Creativity <ul style="list-style-type: none"> ○ 1A (helped me develop creative campaigns) – 5.0 • Ethical Formation and Decision Making <ul style="list-style-type: none"> ○ 1B (helped me leverage ethics and values in decision making) – 4.7 • Communication Savvy <ul style="list-style-type: none"> ○ 1C (helped me communicate effectively) – 5.0 • Customer Focus <ul style="list-style-type: none"> ○ 1D (helped me effectively apply CRM) – 4.7 • Effective Listening <ul style="list-style-type: none"> ○ 1E (helped me listen effectively) – 4.7 <ul style="list-style-type: none"> • Consumer Value-Added <ul style="list-style-type: none"> ○ 1 F (enhanced awareness of consumer perspectives) – 5.0 • Planning and Time Management <ul style="list-style-type: none"> ○ 1G (improved my planning and time management skills) – 5.0 • Work-Life Balance <ul style="list-style-type: none"> ○ 1H (helped me manage work and life priorities) – 4.7 • Presentation Skills <ul style="list-style-type: none"> ○ 1I (improved my oral communication skills) – 5.0 • Strategic Insight and Agility <ul style="list-style-type: none"> ○ 1J (synthesized knowledge and skills for strategic marketing solutions) – 5.0
Employer Survey (N=0)	<p>The following employer survey items will have a mean score of 4.00 or higher (5.00 scale) ; results are noted in bold.</p> <ul style="list-style-type: none"> • Creativity <ul style="list-style-type: none"> ○ 1A (displays originality in creative campaigns) – • Ethical Formation and Decision Making <ul style="list-style-type: none"> ○ 1B (leverages ethics and values for decision making) – • Communication Savvy <ul style="list-style-type: none"> ○ 1C (communicates effectively) – ○ 1E (encourages and leverages input) – • Customer Focus <ul style="list-style-type: none"> ○ 1D (effectively applies CRM) – • Effective Listening <ul style="list-style-type: none"> ○ 1E (encourages and leverages input) – <ul style="list-style-type: none"> • Consumer Value-Added <ul style="list-style-type: none"> ○ 1 F (awareness of consumer perspectives) – • Planning and Time Management <ul style="list-style-type: none"> ○ 1G (ability to write and execute a plan) – • Work-Life Balance <ul style="list-style-type: none"> ○ 1H (manages work and life priorities) – • Presentation Skills <ul style="list-style-type: none"> ○ 1I (ability to design and deliver an effective presentation skills) – • Strategic Insight and Agility <ul style="list-style-type: none"> ○ 1J (synthesize knowledge and skills for strategic marketing solutions) –

Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
Integrated Marketing Plan		√
Integrated Marketing Plan Board Presentation	√	
Research Portfolio		√
Ethnographic Observation Study	√	
Brand Audit with Peer Evaluation	√	
Social Media Project	√	
Integrated Marketing Communications Plan		√
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
Alumni Survey	√	
Employer Survey		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
<p>The MSMK faculty has not yet had a chance to review these assessment results. The faculty will be asked to review the integrated marketing plan data, the research portfolio data, and the IMC Plan data, discuss the implications, and recommend appropriate adjustments. The performance targets for these assessments are pretty aggressive and these results are not particularly concerning.</p>		

Operational Information for the MSMK Program		
Mission of the MSMK Program:	The M.S. in Strategic Marketing program develops ethical and effective marketing professionals who are prepared to leverage marketing resources to deliver superior customer value, build brand equity, and positively impact stakeholder value for their organizations.	
Operational Factor:	Performance Targets:	
Faculty/Staff Satisfaction	The overall mean score will be 4 or higher (five-point scale) on the Program Director Evaluation. Result: 3.9	
Organizational Customer Service	Ratings above 4.0 on a 5-point Likert-style scale from the Alumni Survey question evaluating support service areas. Result: Admissions – 5.0; Financial Aid – 5.0; IT Services – 4.5; Library – 5.0; MSMK Office – 5.0; Registration – 5.0; Security – 5.0	
Bench Strength	Develop a bench of at least three professors that can achieve a rating of 4.0 or better in each course that makes up the program. Result: We currently have full-time or adjunct faculty that are prepared to back up 5 of 12 courses (up from 3). Two faculty received ratings below 4.0 during the academic year. One was rated @ 3.9, but this was the first time teaching the course and she has received higher ratings in other courses. This will be monitored. One faculty received ratings below 3.0 and has been removed from a lead professor role and is no longer teaching this course.	
Comprehensive Scholar Practitioner Customer Satisfaction	Alumni will indicate satisfaction with the MSMK program, through a mean score of 4.0 or higher on the question of their willingness to recommend this program to others (Alumni Survey question 8, 5-point Likert-styled scale). Result: 5.0	
Summary of Operating Results:	Performance Target Was...	
	Met	Not Met
Faculty/Staff Satisfaction		√
Organizational Customer Service	√	
Bench Strength		√
Comprehensive Scholar Practitioner Customer Satisfaction	√	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
Faculty/Staff Satisfaction – The chair and program director will review these results and discuss implications during the faculty growth process. Not a concern.		
Bench Strength - We continue to look to identify new adjunct candidates for use in backing up our present faculty in each of the remaining courses that have this need and we are looking to increase the exposure of our students to varied scholar practitioners across the program. This remains an ongoing challenge, particularly because these courses are currently offered only once per academic year.		