BSBA MARKETING – INTEGRATED MARKETING COMMUNICATIONS EMPHASIS ASSESSMENT PLAN

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.

Goals & Student Learning Outcomes

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

Student Learning Outcomes:

SLO #1.1: Define and apply knowledge of key concepts such as the marketing concept, segmentation, targeting, positioning, branding, buyer behavior in both consumer and industrial markets, 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.

SLO #1.2: Explain and demonstrate how marketing decisions are influenced by various forces in the external business environment as well as significant trends and developments affecting current and future marketing practices.

- Content Delivered in: MKT 370, MKT 371
- Assessment Methods: Marketing major assessment exam administered to graduating seniors in capstone course (472).

II. Demonstrate proficiency in marketing research skills.

Student Learning Outcomes:

SLO #2.1: Design marketing research studies.

SLO #2.2: Implement market research studies.

SLO #2.3: Evaluate marketing research studies.

SLO #2.4: Use statistical software such as SPSS for data analysis and interpretation of marketing research results.

- Content Delivered in: MKT 470
- Assessment Methods: Embedded questions in exams in MKT 470 (Marketing Research).
III. Understand the role of and practice of IMC, integrated marketing communications, including theoretical and applied aspects.

Student Learning Outcomes:

SLO #3.1: Explain how IMC decisions are influenced by internal and external environmental factors.

SLO #3.2: Illustrate the role of IMC in the overall marketing communications program.

SLO #3.3: Analyze IMC strategies and plans that include various promotional mix elements including: advertising, public relations, sales promotion, direct marketing, the Internet, and interactive methods.

- **Content Delivered in:** MKT 370, MKT 373
- **Assessment Method:** Embedded questions in MKT 373 exams.

IV. Develop and evaluate IMC Plans and Assess IMC Programs.

Student Learning Outcomes:

SLO #4.1: Analyze an IMC plan.

- **Content Delivered in:** MKT 472
- **Assessment Method:** Evaluation of IMC plans using a rubric in MKT 472.

**Assessment Timeline**

Goals are assessed annually.

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