

**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 how to develop, analyze, and evaluate strategic and tactical IMC plans and programs and to assess their performance.

Student Learning Outcomes:

SLO #3.1: Explain the role of IMC in the overall marketing program.

SLO #3.2: Identify and define the components of an IMC plan.

SLO #3.3: Differentiate between good and bad communication objectives.

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

SLO #3.4: Analyze IMC strategies and plans.

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

Assessment Timeline

Goals are assessed annually.

GOAL	SLO		Begun	
I	1.1, 1.2	Spring Term	2004-2005	Annually
II	2.1, 2.2, 2.3, 2.4	Fall Term	2008-2009	Annually
III	3.1, 3.2, 3.3	Fall Term	2009-2010	Annually
III	3.4	Spring Term	2008-2009	Annually

BSBA Marketing (IMC) Map

Course SLO	MKT 370	MKT 371	MKT 373	MKT 470	MKT 472
1.1	X	X			
1.2	X	X			
2.1				X	
2.2				X	
2.3				X	
2.4				X	
3.1	X		X		
3.2	X		X		
3.3	X		X		
3.4			X		X