

**WEBSTER UNIVERSITY**  
*Data-based Assessment Activity Report  
for Informed Decision-Making*

***Department Name: Management – Marketing Program***

***Chair: Dr. Jeff Haldeman***

***Assessment Coordinator: Dr. Nick DiMarco***

***Key Contact Person: Robert J. Geile, Marketing Program Leader***

***Observation:***

- The MRKT 6000, Integrated Studies in Marketing, course was selected to be assessed. It was successfully assessed during the Fall 2 2006 session. Feedback from the instructor was:
  - The Rubric was straightforward and easy to use to measure performance of each student. The program learning outcomes included all of the aspects of the Marketing Program since this is the capstone course in Marketing.
  - The instructor's comments were very positive relative to how the entire program is focused towards achieving the specific program learning outcomes. The assessment exercise is "course embedded" and essentially amounts to building a totally integrated marketing plan for a product.
  - The measurement using the Rubric showed that out of a class of 11 students, 8 to 10 did extremely well. This experience should give us a good benchmark to use on future assessments.

***Action:***

- Another assessment is planned for the same course in the Spring 2 2007 session. Plans are to analyze differences between the two assessments and make appropriate recommendations based on our two samples. Plans are also to use the same instructor for these two assessments which should provide the benefit of consistency in measurement.

***Results:***

- No results have been documented yet. It is planned to make assessment measurements on another class taking this course before we can develop action plans to quantify the results expected. This will amount to a statistical base of approximately 20 students. The development of a strong adherence to the Program Learning Outcomes has already improved consistency in courses.