

# **WEBSTER UNIVERSITY**

## **School of Business and Technology SBT Assessment Team**

### **Documentation One page overview of the assessment plan**

**Department Name: Management – Marketing Program      Date: April 7, 2007**  
**Submitted by: Robert J. Geile**

#### **Assessment Plan:**

#### **Program Learning Outcomes**

Upon completion of this course the student should:

- be able to develop a complete marketing research document, which involves gathering the information, analyzing the data collected, and forecasting the critical information, which is used in support of the marketing plan.
- be able to identify and select markets for which specific products will be targeted.
- be able to demonstrate the qualitative and quantitative explanation of the interactive nature of the marketing mix, and the judgment required for allocating scarce resources across the marketing mix.
- be able to demonstrate the ability to develop a fully integrated promotion plan to support the overall marketing plan.
- be able to design a channel of distribution plan which gives strategic competitive advantage to the marketing plan.
- be able to develop case analysis skills, especially those involving P&L Statements and Contribution Margin Statements.
- be able to give a professional presentation of their marketing plan.

#### **Assessment Method Used**

Students are expected to demonstrate the knowledge that they have obtained in taking all of the required marketing core courses. The demonstration vehicle is the development of a comprehensive, results focused marketing plan for a specific product. This marketing plan is expected to be original and not an audit of an existing marketing plan that a company is currently using. If a student selects a product that is already on the market, they are expected to investigate and develop a marketing plan that would represent a new approach for marketing the product.

#### **Expected Level of Group Performance**

In M RKT 6000, 90% of the students will achieve a “high” rating for all learning outcomes.

**Contact Information** – Dr. Jeff Haldeman, Management Department Chair  
Robert J. Geile, Marketing Program Leader will review the program data.

#### **Frequency of Assessments**

This MRKT 6000, Integrated Studies in Marketing is scheduled to be offered twice yearly. An assessment will be made in both classes on a yearly basis.

