

Assessment Report

Course Name: Marketing Management
Course Number: MBA 505
Instructor's Name: Dr. Sean Jasso
Semester/Year: Fall 2021

Program Learning Outcomes	Student Learning Outcomes	Measurement Method(s)	Percent of Standards who exceed, meet and do not meet the expectations (bench mark (Exceed + Meet >=60%))			Actions recommended to Close the Loop (if necessary)
			Exceed	Meet	Do not meet	
Critical Thinking and Research Analytics	SLO1 Analyze the demands and needs of target customers, predict the actions of different market segments and explore the changing marketing environment	Case One	7/9 (77%)	2/9 (22%)	X/X (%)	Continue with the case study assessment for progressive learning
		Marketing Plan	3/9 (33%)	6/9 (66%)	X/X (%)	Continue to include the library database learning module for company and industry analysis
Quantitative and Technical Skills	SLO1 An analysis of the company's marketing strategy with close detail of how the company will align the portfolio of customer creation by way of the product, price, promotion, distribution and positioning.	Cost of Production in Exam One	7/9 (77%)	2/9 (22%)	X/X (%)	Continue to explore cost data through 10K reports and other company and industry reports through our library data base
		Marketing Plan	39/X (33%)	2/9 (%)	X/X (%)	The Marketing Plan is the comprehensive 4Ps assessment for quant and tech analysis
Domestic and Global Environment	SLO1 Identify and discuss the main globalization opportunity or challenge affecting the global position of your company's brand.	Reading Reflection of Levitt's classic – Globalization of Markets	7/9 (77%)	2/9 (22%)	x/x (%)	Levitt's HBR classic and other global market readings continue to provide knowledge in the impact of globalizing the brand
		Exam 2	3/9 (33%)	6/9 (66%)	x/x (%)	Exam Two challenges the student to measure how global brands complete aligned with their marketing plan company

Number of participating students: 9

Summarized SLOs* and Alignment with PLOs:

(P-1) Critical Thinking and Research Analytics (S-4) Analyze the demands and needs of target customers, predict the actions of different market segments and explore the changing marketing environment. (MBA 505)

(P-5) Quantitative and Technical Skills (S-26) Perform cost of production analyses and understand cost-based and value-based pricing strategies. (MBA 505)

(P-6) Domestic and Global Environment (S-31) Construct comparative global market models, evaluate how global brands compete; assess the risk of foreign direct investment. (MBA 505)

**Summarized SLOs are used in our program review plan. These are based heavily on your SLOs from your syllabus. Please edit these as needed to help us better align our program review.*

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	Part of Assignment	Unacceptable (1)	Marginal (2)	Proficient (3)	Exemplary (4)
Analyze the demands and needs of target customers, predict the actions of different market segments and explore the changing marketing environment.	A market description that defines the market segments including a review of the product and the competitive landscape	Information may illustrate details of the product, but there is little to no evidence of the competitiveness of the market and how the market is segmented	Information is provided at a basic level lacking the details of the important details of the product review and clarity on the market's segmentation	Information is provided at a basic level with some of the details of the important details of the product review and clarity on the market's segmentation	Information is thoroughly and clearly developed including a descriptive product assessment with additional clarity on the segmentation and competitive variables that define the overall market
Perform a SWOT analysis in conjunction with a comprehensive marketing mix analysis.	An assessment of the external opportunities and threats combined with the internal strengths and weaknesses	A SWOT analysis may be provided, but there are large elements of descriptive rationale missing while also demonstrating a lack of rigor and sophistication in the delivery	A SWOT analysis is provided, but there are some missing points and the reasoning for each item is inconsistent in its logic and overall assessment	A SWOT analysis is provided, but there are some missing points OR the reasoning for each item is inconsistent in its logic and overall assessment	A comprehensive and articulate SWOT analysis is provided with reasoning for each item in the SWOT thoroughly and logically developed while also demonstrating strong command of the wider marketing vocabulary
Three P's of Marketing	An analysis of the company's marketing strategy with close detail of how the company will align the portfolio of customer creation by way of the product, price, promotion, distribution and positioning.	A marketing mix that has incomplete variables and fails to demonstrate evidence of how the company will create and sustain customers	A marketing mix that is presented as a list of tactics while also lacking evidence of the alignment of the five strategic variables	A marketing mix that is presented as a list of tactics OR lacks evidence of the alignment of the five strategic variables	Strong descriptive evidence of the product's unique selling proposition, the price's value to cost alignment, the promotion's communication and media tactics, the distribution's supply chain and customer experience details, and the overall positioning of the brand is the mind of the consumer.

<p>Evaluate how a domestic brand competes in a foreign market.</p>	<p>Identify and discuss the main globalization opportunity or challenge affecting the global position of your company's brand.</p>	<p>A global analysis that does not reference the dynamics of the foreign target market</p>	<p>A global analysis that shows some evidence of the vocabulary of global marketing, but lacks specific evidence of the dynamics of the foreign market.</p>	<p>A global analysis that clearly addresses the question of how a global brand competes in a foreign market with descriptive details of consumer demands and expectations when adopting foreign products.</p>	<p>A global analysis that demonstrates command of both the domestic and foreign country alignment, incorporates illustrative strategic solutions on how to sustain global brands in foreign markets, and exhibits fluid knowledge of the globalization of markets.</p>
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