

Assurance of Learning Assessment Measure Guidance – MS in Marketing

Program Overview

The M.S. in Marketing program is a one-year program designed to develop marketing professionals skilled in broad marketing strategy as well as more focused areas such as pricing, branding, customer relationship management, and new product development.

The program seeks to enroll students with an undergraduate business major or minor, with little or no work experience. Current UF undergraduate students may pursue a combined bachelor's/master's degree option. The program consists of 20 core credits and 10 elective credits.

Program Goals and Objectives

1) Demonstrate competence across areas of marketing.

- a. Demonstrate significant knowledge and understanding of concepts, methods, and tools in marketing

Assessment Method: Selection/Course-embedded measure (MAR 6335 / 6818)

2) Apply appropriate problem solving, decision-making, and analytical skills

- a. Apply essential marketing principles to analyze and evaluate problems in marketing, and to construct and implement appropriate solutions.
- b. Apply critical reasoning and analytical processes to evaluate evidence and generate creative alternatives in the service of decision making.

Assessment Method: Course-embedded measure (MAR 6335 / 6818)

3) Develop effective communication skills.

- a. Write business documents clearly, concisely, and analytically.
- b. Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.

Assessment Method: Course-embedded measure (GEB 5212/GEB 5215).

Assessment Measures

Two types of assessment measures will be used to assess the Assurance of Learning program goals and objectives:

- 1) Selection of all applicants

- 2) Course embedded measures that include case studies administered in the capstone course, a writing assignment in GEB 5212, and a speaking assignment in GEB 5215.

The following information outlines the methods used for each measure.

Selection

The MS in Marketing program office gather information on each student admitted to the program regarding previous educational background and work experience. [Q? We target X% of admissions as students with business major / minor.]

Course Embedded Measures

Capstone Course Assessment

During their final semester, all MS in Marketing students will be required to complete a Capstone course (MAR 6335 / 6818) that builds upon the key concepts in each of the areas of marketing. The course is designed to be integrative and practical, and will provide the students with “hands-on” opportunities to engage in real-world problem solving exercises. The capstone course includes extensive case analyses, simulations, and problem-solving exercises to assess student knowledge and skills. The project supervisor will score key exercises and projects using a defined rubric.

GEB 5212 Writing Assignment

The executive summary assignment in GEB5212 requires students to extract the most salient and persuasive ideas from a Harvard Business Review management article. Students must refine and focus information to promote action in this document. They need to select and present information clearly, concisely, and coherently according to the reader’s needs and goals and the business context. The assignment tests such higher order thinking skills as evaluation and synthesis.

The Communications faculty will score these written summaries and provide the data to the MS in Marketing assurance of learning committee for review. These data will be stored in a secure location and used for making decisions about future changes to the MS in Marketing program.

(see attached document GEB5212-Executive_summaryrubric.pdf)

GEB 5215 Speaking Assignment

The persuasive presentation assignment in GEB5215 requires students to structure and deliver an internal business presentation that persuades the audience to adopt the presenter’s proposal or recommendation. Students must determine the purposes for presenting, analyze the audience, and use appropriate and compelling information that is logically structured. They need to use well constructed slides and demonstrate a number of delivery skills. The assignment tests their ability to design compelling and persuasive presentations and deliver them dynamically.

The Communications faculty will score these presentations and provide the data to the MS in Marketing assurance of learning committee for review. These data will be stored in a secure location and used for making decisions about future changes to the MS in Marketing program.

(see attached document GEB5215-Persuasive Assessment-Rubric.pdf)