

**Fermanian School of Business
Marketing Major PLO #G3 Assessment
2015-2016**

Learning Outcome:

Marketing Major PLO #G3: Develop, analyze, and evaluate strategic and tactical marketing plans and programs, and assess marketing performance.

Outcome Measure:

MKT 460 – Marketing Plan Outline Final Exam Question (assessed every Spring beginning Spring 2016)

Criteria for Success:

The average score for each criterion on the Marketing Major PLO #G3a Rubric will be a 3.0 or higher out of 4.0.

Aligned with DQP Learning Areas (circle one or more but not all five):

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Initial Data:

Marketing Major PLO #G3a Rubric – Average Student Score:

Semester	# of assessments	Organization	Situation Analysis	Goals and Objectives	Marketing Strategy	Tactical Plans	Sales Forecasts	Total
Spring 2016	40	3.45	3.29	2.89	3.26	3.47	3.21	3.26

Conclusions Drawn from Data:

Based on the average score of a 3.0 or higher, the students met or exceeded our criteria for success in all but one area: Goals and Objectives. Based on this data, we feel the question used to assess this learning outcome is on track. However, a few changes will be made moving forward as noted below.

Changes to be Made Based on Data:

Since this is the first time we have measured this PLO using this exam question, we plan to use the data from this academic year as a baseline. However, a few changes will be made that were brought about by recommendations from the two assessors on this assignment.

1. The rubric needs to be streamlined and condensed. It is too cumbersome to be assessor-friendly. The assessment team will work closely with the instructor(s) to narrow down to key items to include on the rubric so that the rubric is more consistent with the style of the other FSB rubrics.
2. Due to the required extreme length of the answer, this will be made into a separate assignment rather than a final exam question.

MARKETING MAJOR PLO G3a RUBRIC

Point Loma Nazarene University Management Major Learning Outcome #2: Develop, analyze, and evaluate strategic and tactical marketing plans and programs.

Criteria	Very Good 4	Good 3	Acceptable 2	Poor 1
Marketing Plan Organization	Marketing plan is well organized and addresses all of the following: <ol style="list-style-type: none"> 1. Executive Summary 2. Situation Overview <ol style="list-style-type: none"> a. Company b. Customers c. Competition d. Collaborators e. Context 3. Goals 4. Strategy, including <ol style="list-style-type: none"> a. Target Market b. Value Proposition & Positioning Statement 5. Tactical Plans, including <ol style="list-style-type: none"> a. Product/Service/Brand b. Price/Incentives c. Communication/Promotion d. Distribution 6. Implementation schedule/Calendar 7. Controls, Milestones 8. Exhibits, including a sales forecast. 	Marketing plan is well organized and addresses most of the following, but is missing one key part: <ol style="list-style-type: none"> 1. Executive Summary 2. Situation Overview <ol style="list-style-type: none"> a. Company b. Customers c. Competition d. Collaborators e. Context 3. Goals 4. Strategy, including <ol style="list-style-type: none"> a. Target Market b. Value Proposition & Positioning Statement 5. Tactical Plans, including <ol style="list-style-type: none"> a. Product/Service/Brand b. Price/Incentives c. Communication/Promotion d. Distribution 6. Implementation schedule/Calendar 7. Controls, Milestones 8. Exhibits, including a sales forecast. 	Marketing plan is organized, but could use some improvement. It addresses some of the following, but is missing two or more key parts: <ol style="list-style-type: none"> 1. Executive Summary 2. Situation Overview <ol style="list-style-type: none"> a. Company b. Customers c. Competition d. Collaborators e. Context 3. Goals 4. Strategy, including <ol style="list-style-type: none"> a. Target Market b. Value Proposition & Positioning Statement 5. Tactical Plans, including <ol style="list-style-type: none"> a. Product/Service/Brand b. Price/Incentives c. Communication/Promotion d. Distribution 6. Implementation schedule/Calendar 7. Controls, Milestones 8. Exhibits, including a sales forecast. 	Marketing plan is not well organized and is missing many key parts (more than three): <ol style="list-style-type: none"> 1. Executive Summary 2. Situation Overview <ol style="list-style-type: none"> a. Company b. Customers c. Competition d. Collaborators e. Context 3. Goals 4. Strategy, including <ol style="list-style-type: none"> a. Target Market b. Value Proposition & Positioning Statement 5. Tactical Plans, including <ol style="list-style-type: none"> a. Product/Service/Brand b. Price/Incentives c. Communication/Promotion d. Distribution 6. Implementation schedule/Calendar 7. Controls, Milestones 8. Exhibits, including a sales forecast.
Situation Analysis: Content	The situation analysis focuses on key aspects of the situation that impact the marketing strategy. Company, customer, competitive aspects, collaborators, and context are addressed. <i>*Please see MARKETING RUBIC GUIDE for PLO G3a for details on each key aspect.</i>	The situation analysis focuses on key aspects of the situation that impact the marketing strategy. Company, customer and competitive aspects are addressed. Also includes some mention of either collaborators or context, <i>*Please see MARKETING RUBIC GUIDE for PLO G3a for details on each key aspect.</i>	The situation analysis focuses on key aspects of the situation that impact the marketing strategy. At least company, customer, competitive aspects are addressed. <i>*Please see MARKETING RUBIC GUIDE for PLO G3a for details on each key aspect.</i>	The situation analysis does not clearly focus on key aspects of the situation that impact the marketing strategy such as company, customer, competitive aspects. <i>*Please see MARKETING RUBIC GUIDE for PLO G3a for details on each key aspect.</i>

Note 1: All criteria are weighted equally

Goals & Objectives: Content	The Goals section clearly identifies in great detail both outcome (e.g., financial results, awareness, satisfaction, etc.) and enabling objectives (e.g. bring a product to market, set up a distribution channel, etc.) These objectives may address customers, collaborators, competition . All of the objectives are specific, measureable and time delimited (over a specified period of time).	The Goals section identifies to some extent both outcome (e.g., financial results, awareness, satisfaction, etc.) and enabling objectives (e.g. bring a product to market, set up a distribution channel, etc.) These objectives may address customers, collaborators, competition . Most of the objectives are specific, measureable and time delimited (over a specified period of time).	The Goals section identifies to little extent both outcome (e.g., financial results, awareness, satisfaction, etc.) and enabling objectives (e.g. bring a product to market, set up a distribution channel, etc.) These objectives may address customers, collaborators, competition . Some of the objectives are specific, measureable and time delimited (over a specified period of time).	The Goals section does not clearly identify both outcome (e.g., financial results, awareness, satisfaction, etc.) and enabling objectives (e.g. bring a product to market, set up a distribution channel, etc.) These objectives may address customers, collaborators, competition . The objectives are specific, measureable and time delimited (over a specified period of time).
Marketing Strategy: Content	The Marketing Strategy section includes and effectively describes all parts of the marketing strategy including: Target Market (e.g., customer segment being targeted by the plan), Value Proposition and Positioning Concept for the product, Positioning Statement, Target Customers, Frame of Reference, and Primary Reason for customers to buy the offering . <i>*Please see MARKETING RUBIC GUIDE for PLO G3a for details on each key aspect.</i>	The Marketing Strategy section includes and often effectively describes most parts of the marketing strategy including: Target Market (e.g., customer segment being targeted by the plan), Value Proposition and Positioning Concept for the product, Positioning Statement, Target Customers, Frame of Reference, and Primary Reason for customers to buy the offering . <i>*Please see MARKETING RUBIC GUIDE for PLO G3a for details on each key aspect.</i>	The Marketing Strategy section includes and sometimes effectively describes some parts of the marketing strategy including: Target Market (e.g., customer segment being targeted by the plan), Value Proposition and Positioning Concept for the product, Positioning Statement, Target Customers, Frame of Reference, and Primary Reason for customers to buy the offering . <i>*Please see MARKETING RUBIC GUIDE for PLO G3a for details on each key aspect.</i>	The Marketing Strategy section does not include and effectively describe all parts of the marketing strategy including: Target Market (e.g., customer segment being targeted by the plan), Value Proposition and Positioning Concept for the product, Positioning Statement, Target Customers, Frame of Reference, and Primary Reason for customers to buy the offering . <i>*Please see MARKETING RUBIC GUIDE for PLO G3a for details on each key aspect.</i>
Tactical Plans: Content	The tactical plans effectively addresses Product (may also include Services and Brand), Price (may also include Incentives), Communication/Promotion, and Distribution. The content addressed includes all of the following: <ol style="list-style-type: none"> 1. Product/Service/Brand 2. Price 3. Communication/Promotion: the overall integrated marketing communications plan 4. Distribution (if the offering isn't a retail business) 5. Quality Evaluation 	The tactical plans effectively addresses Product (may also include Services and Brand), Price (may also include Incentives), Communication/Promotion, and Distribution. The content addressed includes all of the following: <ol style="list-style-type: none"> 1. Product/Service/Brand 2. Price 3. Communication/Promotion: the overall integrated marketing communications plan 4. Distribution (if the offering isn't a retail business) 5. Quality Evaluation 	The tactical plans effectively addresses Product (may also include Services and Brand), Price (may also include Incentives), Communication/Promotion, and Distribution. The content addressed includes all of the following: <ol style="list-style-type: none"> 1. Product/Service/Brand 2. Price 3. Communication/Promotion: the overall integrated marketing communications plan 4. Distribution (if the offering isn't a retail business) 5. Quality Evaluation 	The tactical plans effectively addresses Product (may also include Services and Brand), Price (may also include Incentives), Communication/Promotion, and Distribution. The content addressed includes all of the following: <ol style="list-style-type: none"> 1. Product/Service/Brand 2. Price 3. Communication/Promotion: the overall integrated marketing communications plan 4. Distribution (if the offering isn't a retail business) 5. Quality Evaluation
Sales Forecasts	Sales forecast is included and flows logically from 1) the market potential estimates and 2) the marketing activities that will lead to awareness, interest, trial and adoption. It reflects a clear understanding of the diffusion of innovations and competitive activity.	Sales forecast is included and most of it flows logically from 1) the market potential estimates and 2) the marketing activities that will lead to awareness, interest, trial and adoption. It often reflects a clear understanding of the diffusion of innovations and competitive activity.	Sales forecast is included and some of it flows logically from 1) the market potential estimates and 2) the marketing activities that will lead to awareness, interest, trial and adoption. It sometimes reflects an understanding of the diffusion of innovations and competitive activity.	Sales forecast is not included and/or does not flow logically from 1) the market potential estimates and 2) the marketing activities that will lead to awareness, interest, trial and adoption. It does not reflect an understanding of the diffusion of innovations and competitive activity.

Note 1: All criteria are weighted equally



Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally