

# MSMI AY 2023-24 Assessment

## Marketing Strategy and Metrics MSMI 614

### Learning Outcome assessed:

- **MSMI Learning Outcome #2:** Apply quantitative and qualitative research methods to analyze and interpret marketing data effectively

### Assessment Plan

#### Direct Measure:

The **Markstrat business simulation** served as a summative, integrative assessment aligned with the program's strategic marketing and analytics competencies. Markstrat challenges students to work in teams and make data-informed marketing decisions across multiple decision periods. Key strategic areas assessed included market segmentation, brand positioning, pricing, R&D investments, and resource allocation in a competitive, dynamic environment.

#### Assessment Instruments:

Student team performance was evaluated using a structured, **rubric-based assessment instrument** (see Appendix A). The rubric includes criteria aligned with the learning outcome:

- Strategic Decision-Making
- Data Interpretation and Analytics
- Simulation Outcomes
- Strategic Communication

#### Indirect Measures:

In accordance with AACSB AoL standards for triangulating data, an **anonymous Qualtrics-based student survey** was administered to gather perceptions of learning, areas of confusion, and perceived value of the simulation – a student measure in addition to the previous team measure.

Additional indirect measures included:

- **Peer evaluations** of teamwork and decision quality
- **Reflective self-assessments**

#### Target Performance Benchmark:

Based on previous experience, a minimum of **80%** of the student teams will score “**Meets Expectations**” (3) or higher on each rubric criterion.

#### Evaluation Process:

The rubric-based assessment was conducted by the **course instructor** and a **second marketing faculty member** to ensure inter-rater reliability, as recommended by AACSB AoL best practices.

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All student self reported assessments (indirect measures) were conducted in an online environment and monitored for consistency and integrity.

**Evaluators:**

Dr. Anthony Patino, Professor of Marketing and external faculty members

**Course and Context:**

Marketing Strategy and Metrics (MSMI 614) is a required, two-unit, **eight-week accelerated course** delivered within the MSMI graduate curriculum. The assessment occurred during the final weeks of the course, following the completion of the Markstrat simulation.

**Assessment Results**

<b>Rubric Area</b>	<b>% Scoring <math>\geq 3</math> (Meets Expectations)</b>
Strategic Decision-Making	78%
Data Interpretation & Analytics	82%
Simulation Outcomes	70%
Strategic Communication	80%

**Key Findings:**

**Data Interpretation & Analytics:**

Student performance in this area exceeded the benchmark and showed significant improvement from prior years. This improvement correlates with curriculum enhancements made to the Statistics and Research Methods course in the previous academic cycle.

**Strategic Decision-Making:**

Student scores approached but did not meet the benchmark. While students demonstrated solid conceptual understanding of marketing frameworks (e.g., STP, brand strategy), their ability to translate those into cohesive decision-making across simulation rounds was uneven.

**Simulation Outcomes (Business Results):**

At 70%, this area fell below the performance benchmark. While not the only determinant of learning, simulation performance provides insight into whether students can align strategic thinking with tactical execution. Informal feedback suggests students struggled to synthesize data into coherent strategy under pressure.

**Strategic Communication:**

Student reflections and presentations largely met expectations, with clear and logical explanations of their strategic approach and lessons learned.

## Indirect Measures (Student Feedback)

**95%** of students reported that the simulation deepened their understanding of competitive marketing strategy.

Multiple students indicated that having the **Marketing Analytics** course *prior* to MSMI 614 would enhance their readiness.

A common concern expressed was the complexity of **Markstrat research reports**, particularly in interpreting perceptual maps and segment behavior data.

## Closing the Loop: Planned Actions for Improvement

In response to direct and indirect assessment findings, the following curriculum and instructional enhancements are planned:

1. **Pre-Simulation Training Module (Curricular Enhancement):**  
A preparatory module will be implemented two weeks before the simulation begins. It will focus on interpreting advanced market research reports, including **multidimensional scaling, perceptual mapping, and conjoint analysis**.
2. **Decision-Making Templates (Instructional Support):**  
Structured worksheets will be introduced to support students in aligning data interpretation with tactical decisions and to improve planning continuity between simulation periods.
3. **Cross-Team Debriefing (Collaborative Learning):**  
Post-simulation sessions will include structured, comparative case discussions where teams analyze each other's approaches and results to facilitate peer-to-peer learning and reinforce core concepts.
4. **Rubric Refinement (Assessment Alignment):**  
The current rubric will be modified to disaggregate "Data Interpretation" into two components:
  - *Use of Market Research*
  - *Justification of Strategic Decisions*
 This will allow for more precise diagnostic feedback in future assessment cycles.

### Next Assessment Cycle:

This learning objective will be reassessed in **Summer 2026** using the revised instructional approach and refined rubric. Please note that the original assessment was to take place in Summer 2025 but was altered due to scheduling difficulties (Academic Year 25-26)

