

MSMI AY 2023-24 Assessment

Marketing Practicum I and II MSMI 611 and 612

Learning Outcome assessed:

- **MSMI Learning Outcome #3:** Design comprehensive marketing research studies, incorporating appropriate data collection and analysis techniques

Assessment Plan

Direct Measure:

The primary direct assessment was a **client-based marketing research consulting project** conducted over two consecutive 8-week practicum courses. Student teams collaborated with real-world business clients to:

- Identify and refine a managerial research problem
- Develop qualitative and/or quantitative data collection instruments
- Collect, clean, and analyze primary data
- Interpret findings and offer actionable recommendations
- Communicate results in both a final written report and a live client presentation

This project served as an **experiential capstone assessment**, intended to measure the students’ ability to integrate conceptual knowledge and applied research methods in a professional setting.

Assessment Instruments:

Final projects were evaluated using a **multi-dimensional scoring rubric** aligned with the program-level learning outcome. Each criterion reflects an essential component of the research process and professional client communication:

Rubric Criterion	Description
Problem Definition & Research Design	Ability to articulate a client-centered, researchable question and design a valid methodology (qualitative, quantitative, or mixed-method).
Instrument Design & Data Collection	Quality, appropriateness, and ethical rigor in creating and deploying instruments such as surveys, interviews, or observational tools.
Data Analysis & Interpretation	Use of appropriate analytical tools (e.g., SPSS, Excel, Tableau); accuracy and depth of insight in interpretation.
Managerial Implications & Recommendations	Ability to translate analytical results into strategic, data-driven decisions that are actionable and relevant for the client.
Presentation & Report Quality	Clarity, professionalism, and overall coherence of both the written report and oral presentation.

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Target Performance Benchmark:

A minimum of **80% of student teams** should meet or exceed expectations (score ≥ 3 on a 4-point scale) for each rubric category. This benchmark reflects expectations for graduate-level competency in applied marketing research.

Evaluation Process:

Faculty Evaluation: Two marketing faculty (one internal, one external) independently assessed each final project using the standardized rubric. Inter-rater reliability was ensured through norming discussions and rubric calibration.

Client Input (Indirect Measure): Clients commented on the usefulness, professionalism, and clarity of student presentations and recommendations.

Evaluators:

Dr. Anthony Patino, Professor of Marketing

Dr. Velitchka Kaltcheva, Professor of Marketing – External – Loyola Marymount University

Course and Context:

Marketing Practicum I and II (MSMI 611/MSMI 612) are two required, two-unit, **eight-week accelerated courses** delivered consecutively within the MSMI graduate curriculum (Spring II and Summer I). The assessment occurred after the final presentation which was after the program endedn.

Assessment Results

Rubric Area	% of Teams Scoring ≥ 3 (Meets Expectations)
Problem Definition and Research Design	78%
Instrument Design and Data Collection	88%
Data Analysis and Interpretation	80%
Managerial Implications and Recommendations	75%
Presentation and Report Quality	90%

Key Findings:

Strengths Identified:

- **Client-Ready Communication:** Teams demonstrated strong skills in presenting insights and recommendations clearly and professionally.
- **Data Collection Execution:** Most teams developed rigorous instruments and collected sufficient data, reflecting alignment with core research methodology training.

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- **Client Satisfaction:** 6 out of 7 clients reported being “very satisfied” or “satisfied” with the project outcomes, citing the value of the student insights.

Areas for Improvement:

- **Translating Analysis into Strategy:** The weakest rubric category was *Managerial Implications*, suggesting a need for enhanced instruction on strategic framing and storytelling with data.
- **Research Design Clarity:** Some student teams struggled to fully align their research methodology with the client’s business problem, suggesting a gap in the practical application of research paradigms.

Client Feedback (Indirect):

All but one of the responding seven clients were “satisfied” or “very satisfied” with the project outcomes.

Several clients requested copies of final reports to present internally.

Closing the Loop: Planned Actions for Improvement

Based on both direct assessment results and stakeholder feedback, the following instructional and curricular improvements will be implemented:

1. Peer Review Milestones

Students will participate in peer review checkpoints during the semester to assess progress, gain feedback on survey design, and practice communicating early findings.

2. Pre-Planning Workshop

Students will engage in a pre-planning workshop that assists with research design and to review the different research paradigms that can be used in marketing intelligence

3. Indirect Measures

Indirect measures need to be incorporated to gauge student perception of the product at two time points – first at the midway point and second at the end of the project.

Next Assessment Cycle:

This learning outcome will be reassessed in **Spring 2026** using the revised instructional design and updated assessment rubric.

Ongoing Monitoring:

Faculty will monitor student performance through embedded analytics assignments in Marketing Analytics and Research Design courses to ensure cross-course alignment.