

MSMI AY 2024-25 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

- **MSMI Learning Outcome #4:** Exhibit effective teamwork and collaborative skills to achieve shared goals in your marketing research project.

Assessment Method:

The assessment was conducted using a Qualtrics survey sent to all 36 students in the program. The students were instructed to evaluate their fellow team members on six factors (see attached rubric).

Targeted performance, based on rubrics:

As a cohort, an average of 2.4 (out of 3) across the six factors. A “3” corresponds to “Exceeds Expectations”.

Evaluation Process:

While enrolled in their Practicum II course and three weeks prior to the 10-month program’s completion, students were asked to complete an anonymous survey evaluating their team members (but not themselves) via Qualtrics. Individuals were evaluated on six areas as detailed in the rubric.

Rubric:

See attached rubric.

Evaluator(s):

Richard Stackman, Associate Dean for Graduate Programs and Professor of Organizational. Behavior.

Phase 2: Results Assessment and Planned Action

Results:

Twenty-four of the 36 students completed the survey – a response rate of 66.7%. In total, there were 72 individual assessments (as each student evaluated their three team members).

	Mean	Standard Deviation	Maximum Score	Minimum Score
Individual Contributions	2.63	0.61	3	1
Accountability for Results	2.58	0.63	3	1
Communication	2.63	0.67	3	1
Facilitates Contributions During Meetings	2.60	0.71	3	1
Fosters Constructive Team Climate and Culture	2.67	0.60	3	1
Team Decision Making	2.55	0.68	3	1

The average scores across the six factors exceeded the 2.4 threshold.

The average combined score of all six factors for the students evaluated was 2.59. There were 38 instances of a given student receiving an average overall score of 3.0 (“Exceeds Expectations”) across the six factors. One student was evaluated as “Below or Does Not Meet Expectations”, earning a score of 1.

Suggested Action:

Evaluating students’ ability to work on teams is critical to the MSMI program, as students work on a substantive customer-focused project via the culminating Practicum. Based on the results, there appears to be no need to address teamwork within the curriculum, as one would expect students at the end of their program achieving scores averaging between “Meets Expectations” (2) and “Exceeds Expectations (3). In an attempt to increase the response rate of 66.7%, it may be better to administer the team member evaluation survey in the class setting.

Phase 3: Closing the Loop

N/A at this time.