Texas State University
Outcomes Report

General Information

Academic Year:	2020-2021
College:	Business
Department:	Marketing
Program:	Marketing Research and Analysis
Program Code:	52.14
Outcome Type:	Student Learning (GR)
Degree:	Masters
Coordinator/Contact:	Gail Zank
Status:	Result Approvals In Progress

Mission Statement

The mission of the MSMRA Program is to better prepare marketing professionals for a marketplace that heavily relies on data and analytics. The program will prepare students to conduct marketing research and utilize marketing analytics to inform marketing strategy decisions. Students will learn to design, evaluate, and effectively communicate research results.

Evidence of Improvement

This is the first year of assessment for the MSMRA Program and our courses at this time are only taught once a year so there has not been opportunity to demonstrate improvement yet.

Action Plan

Given this year is the first year of assessment for the MSMRA Program and our classes are only taught once a year, we have very limited data. As we collect more data, we will be able to make a determination of what we need to change and adjust in the curriculum in order to improve. During this time of assessment, only method one for goal two did not meet the desired target of at least 80% of students enrolled in the course meeting or exceeding the standards. It fell short with only 72% of students meeting or exceeding the standards. At this time, more SPSS tutorials (e.g., faculty recordings in MediaFlo and YouTube postings) and SPSS output examples for various tests will be incorporated throughout the semester in that class, MKT 5322.

Outcome 1

Category:	Student Learning Outcome

Students will apply marketing research and analysis techniques in a strategic marketing program to inform effective managerial decisions in a dynamic business environment.

The **standards** of performance for the methods below are:

- Scores of 90% correct or better will indicate that the student exceeds expectations
- Scores of 80% or greater but less than 90% correct will indicate that student meets expectations
- Scores of less than 80% correct will indicate that the student failed to meet expectations

It is **expected**, by each professor, that at least 80% of students enrolled in the course during the academic year will meet or exceed the standards on each learning outcome.

Outcome 1 - Method 1

In MKT 5322-Marketing Research, the assessment technique for rubric for outcome 1 is as follows. A team project will be used for assessment. The team project will be assessed using a rubric, which includes students' ability to (1) identify a company-related research problem, (2) develop a research design that will effectively address this problem, (3) construct a questionnaire, (4) analyze the data collected using various quantitative analyses, and (5) appropriately interpret the results and draw meaningful implications of these results to influence managerial decision-making. Peer evaluations will be conducted that may result in a lower score for a student. The weight of the team project will be 20-30% of the student's grade in the course.

Outcome 1 - Method 1 - Result

MKT 5322 was only taught during the Spring. Summary Statistics for outcome #1 in MKT 5323 is below.

Spring 2021	Raw #	%
Exceeds	21	66%
Meets	11	34%
Failed to Meet	0	0%

Percentage of students who met or exceeded expectations: 100%

Explanation of Results:

All students can identify a relevant, company-related research problem and design a research study to address this question. In doing so, they show the ability to develop an effective questionnaire in Qualtrics to measure the variables of interest. In turn, students indicate an ability to interpret the statistical output and draw conclusions from the hypotheses. More review and guidance is needed by the faculty member to help students

develop appropriate strategy changes based on the statistical results. Expectations will be reviewed to see if they should be higher.

Outcome 1 - Method 2

In MKT 5345, Marketing Analytics, the assessment technique/rubric for outcome 1 is as follows. For assessing learning outcome 1, an assignment will be utilized. In the assignment, an analytical technique will be applied to survey data to group respondents based on similarity in the attributes they consider important. This results in a form of "benefit segmentation" whereby consumers within a segment seek similar benefits from the product or service, because they place high importance on the same attributes. A sample data will be shared with students from consumers who are in the market to purchase a product. The data shows the average importance placed by consumers on different attributes of the product. Students should complete the following steps: 1) group customers using a clustering method, 2) match each cluster to a label that most appropriately describes it, and 3) recommend strategies to specify which clusters should be targeted and what positioning strategies should be developed. In evaluating student responses, these three steps will be used as dimensions of a scoring rubric to determine each student's grade. Exceptional answers will demonstrate a thorough understanding of the steps and reflect knowledge of the implications of or application to businesses. Acceptable answers will prove sufficient knowledge of the subject. Unacceptable answers will fail to display an understanding of the subject. In MKT 5345, the data gathered from the assessment for outcome 1 comprises 5% of the overall course grade. That is, the weight of this assignment is 5% of the final student's grade in the course.

Outcome 1 - Method 2 - Result

MKT 5345 was only taught in the spring. Summary statistics for outcome #1 for MKT 5345 is below:

Spring 2021	Raw #	%
Exceeds	18	64.29%
Meets	7	25.00%
Failed to Meet	3	10.71%

Percentage of students who met or exceeded expectations: 89.29%

Explanation of Results:

In MKT 5345 for the Spring semester, 89.29% of students met or exceeded the standards for this learning outcome, thus achieving the performance expectations goal for learning outcome #1 for this semester. To do the cluster analysis, students need to have a clear understanding of the concept of segmentation, targeting, and positioning. Moreover, students need to understand the mathematical portion of the cluster analysis (specifically K-means clustering). In total, 3 out of 28 students did not meet the expectations. These students did not have a quantitative or marketing background before taking the course; therefore, fully understanding and performing cluster analysis was more challenging for them compared to other students. A primary change regarding this assessment in this course for the next year is to share more case studies and examples of cluster analysis with students during the lectures and in the assigned readings.

Outcome 2

Category:	Student Learning Outcome

Students will evaluate marketing data and information for decision making in a variety of marketing contexts, including digital marketing, marketing analytics, and marketing strategy development.

The standards of performance for the methods below are:
- Scores of 90% correct or better will indicate that the student exceeds expectations
- Scores of 80% or greater but less than 90% correct will indicate that student meets expectations
- Scores of less than 80% correct will indicate that the student failed to meet expectations

It is expected, by each professor, that at least 80% of students enrolled in the course during the academic year will meet or exceed the standards on each learning outcome.

Outcome 2 - Method 1

In MKT 5322, Marketing Research Methods, the assessment technique/rubric for outcome 2 is as follows. A final exam will be used to evaluate whether students have learned the ability to comprehend and interpret marketing data in a variety of contexts. The final exam will include questions which includes assess students' ability to effectively interpret statistical output and marketing data in various forms, which may include SPSS, R, Excel, Tableau, and PowerBI. The weight of the final exam will be 20-30% of the student's grade in the class.

Outcome 2 - Method 1 - Result

MKT 5322 was only taught during the spring. Summary Statistics for outcome #2 in MKT 5322 is below.

Spring 2021	Raw #	%
Exceeds	15	47%
Meets	8	25%
Failed to Meet	9	28%

Percentage of students who met or exceeded expectations: 72%

Majority of students, although it fell short of the 80% goal, can interpret SPSS output for various statistical tests, including bivariate correlation, independent samples t-test, linear multiple regression, binary logistic regression, and K-means clustering. In doing so, statistical significance within these tests is identified. To ensure all students can identify statistical significance within these tests, more SPSS tutorials (e.g., faculty recordings in

MediaFlo and YouTube postings) and SPSS output examples for various tests will be incorporated throughout the semester.

Outcome 2 - Method 2

In MKT 5350, Strategic Marketing Analysis and Planning, the assessment technique/rubric for outcome 2 is as follows. A case study on the data-driven analysis of a marketing problem will be utilized. The case study will draw attention to strategic marketing problems, alternatives confronting the decision maker, available data, analytical tools, and presentation of recommendations to aid the decision maker. To conduct the case analysis, students need to have a theoretical understanding of strategic marketing topics, knowledge about data analytical techniques, the ability to identify alternative decisions based on the situation, the ability to present specific recommendations to the decision maker. The scoring rubric to determine each student's grade will be based on the following: (1) understanding of the strategic marketing topics, (2) application of data analytical techniques, (3) identification of recommendations, and (4) quality of written responses. The weight of the case analysis will be 5-10% of the student's grade in the class.

Outcome 2 - Method 2 - Result

MKT 5350 is only taught during the Summer. Since this is the first year of the MSMRA Program collecting assessment data, information for this class is not yet available. It will be collected for the first time Summer 2021.

Outcome 3

Category:	Student Learning Outcome

Students will design and execute marketing research projects tailored to the needs of strategic marketing programs.

The standards of performance for the methods below are:
- Scores of 90% correct or better will indicate that the student exceeds expectations
- Scores of 80% or greater but less than 90% correct will indicate that student meets expectations
- Scores of less than 80% correct will indicate that the student failed to meet expectations

It is expected, by each professor, that at least 80% of students enrolled in the course during the academic year will meet or exceed the standards on each learning outcome.

Outcome 3 - Method 1

In MKT 5323, Qualitative Research in Marketing, the assessment technique/rubric for outcome 3 is as follows. A team project will be used. Each team will be responsible for completing a qualitative research project for a local partner. The research project will require primary and secondary data. The project will require a written submission and an oral presentation. The full portion with the research findings and recommendation will be used for the assessment of outcome 3. Individual student's grades may be adjusted based on peer evaluations. The total project will be worth 40 - 50% of the course grade. The written portion of the project will account for 90% of the project grade making this assessment worth 36% - 45% of the course grade.

Outcome 3 - Method 1 - Result

MKT 5323 was only taught during the spring. Summary statistics for outcome #3 in MKT 5323 is below.

Spring 2021	Raw #	%
Exceeds	15	51.7%
Meets	14	48.3%
Failed to Meet	0	

Percentage of students who met or exceeded expectations: 100%

Explanation of Results: All students met or exceeded expectations. Students' answers in a reflective essay suggested they put forth more time and effort into the project because it was for a client. Also, the project was a significant part of the course grade of the course so it is not surprising that students would put in the effort necessary to do well. Some groups didn't do as well because their secondary data analysis was insufficient. In the future, more specifics will be required in terms of the minimum number of references.

Outcome 3 - Method 2

In MKT 5340, Digital Marketing, the assessment technique/rubric for outcome 3 is as follows. Students will complete an individual assignment that involves analyzing Twitter data from an organization's Twitter account using Excel. After completing an analysis of the data, students prepare a brief report and provide recommendations for tactics the organization might employ in the future when using Twitter for marketing purposes. Students are scored on a scale of 1-100 points based on the accuracy of their analysis of the data (up to 50 points) and quality of their recommendations (up to 50 points). This assessment counts as one assignment. Assignments scores are averaged together to comprise 10% of the student's final grade in the course.

Outcome 3 - Method 2 - Result

MKT 5340 was only taught during the fall. Summary Statistics for outcome #3 in MKT 5340 is below.

Fall 2020	Raw #	%
90% or greater=exceeded	24	82.76%
80-89.99%=met	3	10.34%

<80%=failed to meet expectations	2	6.90%
	29	100.00%

Percentage of students who met or exceeded expectations: 93.1%

Explanation of results: In MKT 5340 for the fall semester, 93.10% of students met or exceeded the standards for this learning outcome, thus achieving the performance expectations goal for learning outcome #3 for this semester. In total, only 2 of the 29 students failed to meet expectations. In the spring semester of 2020, the course was not offered. Thus, in MKT 5340 for the current academic year, 93.10% of students met or exceeded the standards for this learning outcome, thus achieving the performance expectations goal for learning outcome #3 for the overall year. Given this course is only taught once per year and it is the first time this particular method was utilized for evaluation, this assessment will be revisited to determine whether any modifications should be made after collecting more data in future semesters.

Outcome 4	
Category:	Student Learning Outcome

Students will analyze data, interpret information, and make marketing recommendations while utilizing analytical skills and critical thinking.

The standards of performance for the methods below are:

- Scores of 90% correct or better will indicate that the student exceeds expectations
- Scores of 80% or greater but less than 90% correct will indicate that student meets expectations
- Scores of less than 80% correct will indicate that the student failed to meet expectations

It is expected, by each professor, that at least 80% of students enrolled in the course during the academic year will meet or exceed the standards on each learning outcome.

Outcome 4 - Method 1

In MKT 5345, Marketing Analytics, the assessment technique/rubric for outcome 4 is as follows. For assessment an assignment will be utilized. The goal of this assignment is to analyze a transactional dataset and offer specific strategies to increase customer engagement and improve sales performance. A sample transactional database will be shared with students. The data contains the items purchased by different customers over a period of time. Students should complete the following steps: 1) find the frequent itemsets (i.e., products that are frequently sold together), 2) use association rules for extracting patterns in transactions, and 3) offer specific marketing plans based on the output of the analysis to increase customer engagement and to improve sales. In evaluating student responses, these three steps will be used as dimensions of a scoring rubric to determine each student's grade. Exceptional answers will demonstrate a thorough understanding of the steps and reflect knowledge of the implications of or application to businesses. Acceptable answers will prove sufficient knowledge of the subject. Unacceptable answers will fail to display an understanding of the subject. In MKT 5345, the data gathered from the assessment for outcome 4 comprises 5% of the overall course grade. That is, the weight of this assignment is 5% of the final student's grade in the course.

Outcome 4 - Method 1 - Result

MKT 5345 was only taught during the spring semester. Summary Statistics for outcome #4 in MKT 5345 is below.

Spring 2021	Raw #	%
Exceeds	16	57.14%
Meets	8	28.57%
Failed to Meet	4	14.29%

Percentage of students who met or exceeded expectations: 85.71%

Explanation of Results:

In MKT 5345 for the Spring semester, 85.71% of students met or exceeded the standards for this learning outcome, thus achieving the performance expectations goal for learning outcome #4 for this semester. We used two different tools, XLSTAT and Tableau, for performing market basket analysis. In total, 4 out of 28 students did not meet the expectations. Although these four students successfully completed the first two steps of the assignment (i.e., finding frequent itemsets and association rules) in Tableau, they did not recommend accurate strategies. To offer specific marketing plans and strategies in the last step of the assignment, students must use some statistical outputs that they generate in XLSTAT. Those four students were not entirely familiar with fundamental statistical concepts; therefore, it was difficult for them to offer precise strategies. A primary change regarding this assessment in this course for the next year is to show more examples of interpreting relevant statistical outputs and emphasize the importance of learning how to incorporate statistical outputs into a report.

Outcome 4 - Method 2

In MKT 5350, Strategic Marketing Analysis and Planning, the assessment technique/rubric for outcome 4 is as follows. Two embedded short answer/essay exam questions on specific aspects of marketing research and analysis will be used to assess students' ability use critical and analytical thinking to make recommendations. Exceptional answers will demonstrate a thorough understanding of the subject and the implications of marketing research and analysis to businesses. Acceptable answers will demonstrate sufficient understanding of the subject and the implications of marketing research and analysis to businesses. Unacceptable answers will fail to demonstrate understanding of the subject and the implications of marketing research and analysis to businesses. The weight of the assessment will be 5-10% of the student's grade in the course.

Outcome 4 - Method 2 - Result

MKT 5350 is only taught during the summer semester. Since this is the first year of the MSMRA Program collecting assessment data, information for this class is not yet available. It will be collected for the first time summer 2021.

Outcome 5

Category: Student Learning Outcome

Students will author effective reports and presentations to communicate research findings and recommendations.

The standards of performance for the methods below are:

• Scores of 90% correct or better will indicate that the student exceeds expectations

• Scores of 80% or greater but less than 90% correct will indicate that student meets expectations

• Scores of less than 80% correct will indicate that the student failed to meet expectations

It is expected, by each professor, that at least 80% of students enrolled in the course during the academic year will meet or exceed the standards on each learning outcome.

Outcome 5 - Method 1

In MKT 5323, Qualitative Research in Marketing, the assessment technique/rubric for outcome 5 is as follows. An individual assignment will be used for the writing portion of outcome 5. Students will be responsible for conducting and transcribing two depth interviews using a provided interview protocol. Also, each student will be required to write a memo summarizing the results and make recommendations based on the two depth interviews. The writing portion of the assignment will be assessed based on: topic development/content, clarity, layout/formatting, organization and grammar. Exceptional answers will offer a well-developed, organized, easy-to-read memo that is properly formatted with no or very few grammar errors. Acceptable answers will prove sufficient content but will have a few issues with clarity, layout/formatting, organization, and/or grammar. Unacceptable answers will provide poorly developed responses with numerous issues regarding formatting, clarity, and/or grammar. The total assignment will be worth 10% - 15% of the final course grade. The memo part of the assignment will be worth 20% percent of the assignment, making it worth 2% - 3% of the student's final grade in the course.

Outcome 5 - Method 1 - Result

MKT 5323 was only taught during the spring semester. Summary statistics for outcome #5 in MKT 5323 is below.
This class was only taught during the spring semester. Summary Statistics for outcome 5 in MKT 5323 is below:

Spring 2021	Raw #	%
Exceeds	17	58.6%
Meets	12	41.4%
Failed to Meet	0	0

Percentage of students who met or exceeded expectations: 100%

Explanation of results: All students met or exceeded expectations. It is possible that students put more effort into the memo assignment because the memo was going to be provided to the client. In the future, the grading rubric will be revisited to determine if more points should be deducted for grammatical errors.

Outcome 5 - Method 2

In MKT 5340, Digital Marketing, the assessment technique/rubric for outcome 5 is as follows. A case-study style presentation of digital marketing articles will be used for assessment of the oral portion of outcome 5. The presentations will be conducted by small group of 3 students. The group will work together to select articles related to an assigned digital marketing topic and to create a presentation. The group will deliver a 10-15-minute presentation of the articles during class. Subsequently, the group will lead a class discussion on the articles and 3 open-ended discussion questions they prepare in advance of their presentation. Each student in the group will be individually assessed on their oral communication skills during the presentation and subsequent discussion. Specifically, students will receive an overall score between 1 and 40 points based on the following communication criteria: professionalism, eye contact, poise/body language, appropriate volume, clear speech, and speed. The weight of the individual assessment of oral communication skills is equal to 4% of the student's final grade in the course.

Outcome 5 - Method 2 - Result

MKT 5340 was only taught during the fall semester. Summary statistics for outcome #5 in MKT 5340 is below.

Fall 2020	Raw #	%
90% or greater=exceeded	22	75.86%
80-89.99%=met	4	13.79%
<80%=failed to meet expectations	3	10.34%
	29	100.00%

Percentage of students who met or exceeded expectations: 89.66%

Explanation of results: In MKT 5340 for the fall semester, 89.66% of students met or exceeded the standards for this learning outcome, thus achieving the performance expectations goal for learning outcome #5 for this semester. In total, only 3 of the 29 students failed to meet expectations. In the spring semester of 2020, the course was not offered. Thus, in MKT 5340 for the current academic year, 89.66% of students met

or exceeded the standards for this learning outcome, thus achieving the performance expectations goal for learning outcome #5 for the overall year. Given this course is only taught once per year and it is the first time this particular method was utilized for evaluation, this assessment will be revisited to determine whether any modifications should be made after collecting more data in future semesters.

Outcome 6

Category: Student Learning Outcome

Goal: 1. Promote the success of all students.
Initiative: 1.3 Increase student retention and graduation rates.
The academic program will promote and realize gains in student success.

Outcome 6 - Method 1

Student retention success will be measured by observing retention rates of students enrolled in the academic program from semester to semester. Data will be collected from the university's certified enrollment records at the end of the fall and spring semester. Rates of retention success will be expected to be at or above the university average for this level of program.

Outcome 6 - Method 1 - Result

This is the first year we are assessing this initiative for the MSMRA Program. Of the 33 first-time MSMRA students that enrolled Fall 2020, 30 enrolled during Spring 2021. Of those three that did not enroll spring 2021, one requested to take a leave for that semester due to personal reasons and is returning Fall 2021. The two other students permanently left the program due to academic performance. Considering those two that will not return, the retention rate was 93.9%. This compares favorably to the University's one year retention rate of 86.5% for masters students.

Outcome 6 - Method 2

Student graduation success will be measured by observing the number of graduates from the academic program during the fall, spring and summer semesters and comparing the number of graduates to the number of students who were eligible to graduate. Data will be obtained from the university's certified enrollment records for the fall, spring, and summer semesters. The number of graduates is expected to be at or above the university rate of graduation for this program.

Outcome 6 - Method 2 - Result

The MSMRA Program had five students graduate Fall 2020; this was 100% of the eligible number of graduates. The MSMRA Program had two students graduate Spring 2021, this was 100% of the eligible number of graduates.

Outcome 7

Category: Student Learning Outcome

Goal: 4. Provide the necessary services, resources, and infrastructure to support the university's strategic direction.
Initiative: 4.9 Provide a diverse and inclusive environment of support to achieve the highest level of performance for all members of the campus community.
The academic program will promote and realize diversity among its student population.

Outcome 7 - Method 1

Student gender diversity will be measured by reviewing the number and percentages of male and female students enrolled in the academic program during the fall, spring, and summer semesters. Data will be obtained from the university's certified enrollment records at the end of the fall semester. Student gender diversity will be expected to be balanced (50/50).

Outcome 7 - Method 1 - Result

Fall 2020 numbers showed the the gender breakdown in the MSMRA program was 24 males (57%) and 18 females (43%). This is the first time we are assessing this method.

Outcome 7 - Method 2

Student racial and ethnic diversity will be measured by observing race and ethnicity of students enrolled in the academic program during the fall, spring, and summer semesters. Data will be obtained from the university's certified enrollment records at the end of the fall semester. Student racial and ethnic diversity will be expected to mirror percentages in the population of the state of Texas.

Outcome 7 - Method 2 - Result

The ethnic breakdown of MSMRA students during the last two years is below.

The percentage of White, non-Hispanic increased by 28.54% making the program less diverse. The percentage of Black, non-Hispanic did increase from 10% to 14.63%. It is important to note that there were only ten students the 2020 year.

Approval History

Approval History Event	Approver
Outcomes Approved Level 1	Enrique Becerra (eb25)

Outcomes Approved Level 2   Sanjay Ramchander (s_r828)

Outcomes Audit Report Submitted   William Chittenden (wc10)

Results Approved Level 1   Enrique Becerra (eb25)