

**College of Business
Department of Marketing**

**Master of Science in Digital Marketing (MSDM) Program
Assessment Plan**

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1. Introduction

The Master of Science in Digital Marketing (MSDM) program is a proposed program that will be offered on a fully online basis. The MSDM, a professionally oriented degree program, will both prepare students for a career in digital marketing and help those already in marketing or digital marketing more quickly advance in their careers.

The program's online format and professional orientation will provide an opportunity for a large population of potential graduate students who cannot commit to either a full-time or location-based program to obtain an advanced degree. The Department of Marketing believes sufficient demand exists for an online program which can be taken on a full time or part-time basis for full-time students or working professionals, who have either an undergraduate degree in a business discipline or the necessary prerequisites.

2. Student Learning Outcomes (SLOs)

The NIU Master of Science in Digital Marketing (MSDM) program provides advanced study in digital marketing to prepare students for the challenges of working in the digital marketing field. Graduates of the MSDM program will possess a set of marketable skills along with the business acumen needed to identify, engage, and continue meaningful relationships with both business customers and consumers. This preparation is measured by the student's ability to possess:

1. **Appropriate Knowledge of the Impact of Digital Technologies on Marketing Strategies (Marketing Strategies)**

Demonstrates an understanding of the process of planning and executing digital marketing strategies. Has knowledge of how digital marketing processes are involved in marketing and customer relationship management. Understands the role of analytical and predictive tools available. Papers and other assignments relating digital marketing to product, pricing, promotion, distribution, sales management, market research, market/business environment, customer relationships/target markets, and other marketing variables should be included.

2. **Problem Solving and Critical Thinking Skills (Use of Digital Marketing Tool Kit)**

Demonstrates marketing related problem solving skills using qualitative and/or quantitative tools. Is able to develop feasible solutions within a fluid and situation-specific business environment. Leverages analytic output to make impactful data-driven marketing decisions. Specific skills to illustrate include analyzing critical factors leading to the identification of a problem/opportunity, conducting an appropriate analysis to generate information, and/or using information to develop suitable potential solutions based upon available resources and restrictions.

3. **Communication and Presentation Skills**

Demonstrates the ability to collect, organize, interpret, and coherently present information in an appropriate written, visual and/or oral format. Clearly communicates and presents complex analytics results to business clients, using practical and simple business terms that can be understood by general non-technical audiences.

4. Marketing Metrics Skills

Demonstrates an understanding of key digital marketing metrics and the ability to effectively use them in analyzing and solving marketing problems. Applies metrics and analytical frameworks for creating and evaluating marketing strategies.

5. Global Business Environment Knowledge

Demonstrates an understanding of the global forces that shape firms' domestic and global digital marketing strategies. Be able to examine differences and similarities in digital consumer and business behavior in different geographic markets.

6. Ethical Business Practice Awareness

Demonstrate an awareness of and a personal philosophy toward ethical business practices. Recognize, analyze and apply an ethical understanding and perspective.

3. Curriculum Map

Table 1: Program Student Learning Outcomes-Marketing (MKTG) Courses
 Table demonstrates which learning outcomes are addressed by specific assignments in marketing courses. (B = Beginning, D = Developing, P = Proficient level)

2019 Learning Outcomes by Marketing (MKTG) Course

Learning Outcome: MKTG Course:	Marketing Strategies	Problem Solving & Critical Thinking	Communication and Presentation	Marketing Metrics	Global Business Environment Knowledge	Ethical Business Practice Awareness
603 Marketing Research & Analysis	B	B	B	D		D
626 Brand Management	D	D	D		B	D
640 Digital Selling Strategy	D	D	D	B		D
654 Marketing Management	P	P	P	P	D	P
656 Global Marketing Strategy	D	D	D	D	P	D
664 New Product & Service Innovation	D	D	D	D	D	
670 Digital Marketing Strategy	D	D	D	D	D	D
671 Digital Marketing and Search Engine optimization	D	D				
672 Mobile Marketing	D	D		D		
673 Social Media Marketing and Advertising	D	D	D	D		D
674 Digital Marketing Campaign Measurement	D	D		D		D
675 Content Marketing	D	D	D	D		D
682 Online Reputation Management	D	P		D		D
677 Building and Managing Responsive Websites	D	D		D		
678 Data Visualization	D	D	D	D		
679 Database Marketing	D	P		D		
680 Digital Marketing Metrics	D	P	D	P		

684 Capstone Thesis in Digital Marketing	P	P	P	P		P
686 Capstone Digital Marketing Project	P	P	P	P		P

4. Program-by-Baccalaureate Learning Outcomes Matrix

This is not applicable.

5. Assessment Methods

Explanation of Methods

In support of the mission of the College of Business, the Department of Marketing at Northern Illinois University strives to enhance the profession of marketing through quality teaching, research, and professional service. We seek to prepare students for successful business careers through teaching excellence in our undergraduate and graduate programs. We strive to develop both academic and professional research that will improve marketing education and/or facilitate (digital) marketing professionals in providing quality services to and in the business community. We also endeavor to advance the profession by providing service to professional organizations and assistance to firms and business professionals.

The Department of Marketing implements the following methods/assessment tools to determine if the student learning outcomes identified above are being met. Below is a description of each assessment method. Table 1 lists the learning outcomes, associated assessment tool(s)/methods, timing, and responsible person.

Table 1: Application of Methods/Assessment Tools
The Department of Marketing uses the following methods/assessment tools
to determine if the student learning outcomes are being met:

LEARNING OUTCOME	METHODS/ASSESSMENT TOOL(S)	TIMING	RESPONSIBLE PERSON
Marketing Strategies Skills	Faculty Assessment	Every semester	Academic director MSDM
	Placement Information	Every semester	Professional Director MSDM
	University Alumni Survey	Annually	Univ. Assessment Coordinator
	MSDM Advisory Board Survey	Annually	Professional Director MSDM
	Student Certification Performance	Annually	Professional Director MSDM
	Exit Survey	Every Semester	Academic director MSDM
Problem Solving & Critical Thinking Skills	Faculty Assessment	Every semester	Academic Director MSDM
	Placement Information	Every semester	Professional Director MSDM
	University Alumni Survey	Annually	Univ. Assessment Coordinator
	MSDM Advisory Board Survey	Annually	Professional Director MSDM
	Student Certification Performance	Annually	Professional Director MSDM
	Exit Survey	Every Semester	Academic director MSDM
Communication and Presentation Skills	Faculty Assessment	Every semester	Academic Director MSDM
	Placement Information	Every semester	Professional Director MSDM
	University Alumni Survey	Annually	Univ. Assessment Coordinator
	MSDM Advisory Board Survey	Annually	Professional Director MSDM
	Exit Survey	Every semester	Academic director MSDM
Marketing Metrics Skills	Faculty Assessment	Every semester	Academic Director MSDM
	Placement Information	Every semester	Professional Director MSDM
	University Alumni Survey	Annually	Univ. Assessment Coordinator
	MSDM Advisory Board Survey	Annually	Professional Director MSDM
	Student Certification Performance	Annually	Professional Director MSDM

	Exit Survey	Every semester	Academic director MSDM
Global Business Environment Knowledge	Faculty Assessment	Every semester	Academic Director MSDM
	Placement Information	Every semester	Professional Director MSDM
	University Alumni Survey	Annually	Univ. Assessment Coordinator
	MSDM Advisory Board Survey	Annually	Professional Director MSDM
	Exit Survey	Every semester	Academic director MSDM
Ethical Business Practice Awareness	Faculty Assessment	Every semester	Academic Director MSDM
	Placement Information	Every semester	Professional Director MSDM
	University Alumni Survey	Annually	Univ. Assessment Coordinator
	MSDM Advisory Board Survey	Annually	Professional Director MSDM
	Exit Survey	Every semester	Academic director MSDM

A description of each assessment tool/method is given below:

1. **Faculty Assessment of Learning Objectives:** Faculty directly assess student achievement of a specified learning objective through a class assignment (project; paper; exam; problem) that is evaluated using a rubric developed for the assignment. Faculty Assessments will occur in a variety of classes.
2. **Placement Information:** All MSDM graduates are asked about the positions they have accepted. Surveys are sent to students upon graduation and LinkedIn profiles are checked and phone calls are made (three months out) to ensure adequate student response rates. Placement information provides a general measure of *all desired outcomes*.
3. **University Alumni Survey:** MSDM graduates are asked questions about their perceptions of how well the University and Department prepared them for their careers. Results of the survey provide a general measure of all desired outcomes.
4. **MSDM Advisory Board Survey:** Feedback from MSDM Advisory Board (to be formed within first two years of MSDM program launch) members is used to assess student learning outcomes. Board participants will tend to be alumni and/or employers of MSDM majors, and are in a unique position to provide honest, in-depth assessment of the program and student outcomes. The MSDM Advisory Board will meet twice a year. All advisory board members will be asked to complete and return a survey which includes questions rating the MSDM

program in its effectiveness in preparing graduates of the program in terms of each of the learning outcomes. Qualitative comments will also be collected.

5. **Student Certification Performance:** Assess student performance on professional certification examinations.
6. **Exit Survey:** Students are asked questions about their perceptions of how well the program prepared them for their careers

6. Table of Objectives by Methods

Table of Objectives by Methods

Assessment Method			Program Student Learning Outcomes			
	<u>Marketing Strategies Skills</u>	<u>Problem Solving & Critical Thinking Skills</u>	<u>Communication and Presentation Skills</u>	<u>Marketing Metrics Skills</u>	<u>Global Business Environment Knowledge</u>	<u>Ethical Business Practice Awareness</u>
<u>Faculty Assessment</u>	<u>F, S, D</u>	<u>F, S, D</u>	<u>F, S, D</u>	<u>F, S, D</u>	<u>F, S, D</u>	<u>F, S, D</u>
<u>Placement information</u>	<u>S, I</u>	<u>S, I</u>		<u>S, I</u>		
<u>University Alumni Survey</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>		<u>S, I</u>
<u>MSDM Advisory Board Survey</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>
<u>Student Certification Performance</u>	<u>S, D</u>	<u>S, D</u>		<u>S, D</u>		
<u>Exit Survey</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>	<u>S, I</u>

Note: F = formative assessment, S = summative assessment, D = direct assessment, and I = indirect assessment.