



Program Assessment Report (PAR)

Marketing Analytics & Insights (MAI) Masters Degree

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ACADEMIC YEAR COVERED BY THIS REPORT: 2020-2021

I. PROGRAM LEARNING OUTCOMES

Graduates should acquire from this program • Knowledge of the strategic role of marketing in organizations, including the key role of a marketing plan; • Understanding of influences on consumer attitudes, beliefs, and, most importantly, their actions and decision processes; • Ability to analyze marketing and relevant non-marketing data, formulate strategies and implement decisions; • Ability to design a research study, collect data, and analyze data by using focus groups, primary data, secondary data and web data; • Awareness of online marketing methods and how to use hands-on tools to increase meaningful web traffic; • Hands-on, computer-based experience with marketing analytical tools to generate insights and marketing decisions that create value and build competitive advantage; • Ability to apply “big data” analytic methodologies such as predictive analytics, data mining, text and other big data related technologies; • Experience working with a real dataset to conduct a thorough data analysis, yielding insightful interpretations and proposed recommendations suitable for a business.

II. PROCEDURES USED FOR ASSESSMENT

A. Direct Assessment

This is a new program, launched in 2019-2020. The assessment of learning plan is currently being developed and should be finalized in 2021. Evaluation will be based on a combination of questions from exams and demonstrated skills from applied assignments.

B. Scoring of Student Work

We are currently planning numerical 100-point grading of tests and assignments, with scoring by relevant professors.

C. Indirect Assessment

Course evaluations and student satisfaction surveys.

III. ASSESSMENT RESULTS/INFORMATION:

New program. Assessment plan should be completed in 2021

[Summary]

[Analysis]

IV. ACTIONS TO IMPROVE STUDENT LEARNING

New program. Assessment results will be used by each professor to better understand potential learning improvements in their courses, and to use a closed-loop system of continuous improvement, measurement and feedback.

V. SUPPORTING DOCUMENTS

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.