

**GRADUATE SCHOOL OF BUSINESS
MSIMC PROGRAM LEARNING GOALS ASSESSMENT RUBRIC**

MSIMC Goal 1: Comprehensive Approach to Discipline

Graduates will obtain the conceptual framework and gain the necessary learning to create, execute and measure how marketing and communications effectively connect brands with media, message and stakeholders.

Traits for Goal: Students should be able to critically analyze and develop a comprehensive branding/marketing program requiring critical analysis and interpretation of market indicators, corporate performance data and additional market conditions resulting in the design and development of marketing strategies.

Traits	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)
Develop framework	A significant understanding of IMC's role is clearly stated.	The understanding is reasonably significant and clearly stated.	The understanding lacks significance and/or is not clearly stated.
Connecting Brands	The brand's role is strongly supported by evidence or reasons.	The brand's role is reasonably well supported by evidence or reasons.	The brand's role is significantly lacking in support by evidence or reasons.
Use of Media	The media uses demonstrate a strong use of opportunities..	The media uses demonstrate a reasonable use of opportunities.	The media uses is not clear and/or does not use opportunities.
Planning	The level of organized planning is wholly appropriate.	The level of organized planning is reasonably appropriate.	The level of organized planning is inappropriate.
Information Use	Information resources are vast in terms of scope, context and content.	Information sources are reasonably vast in scope, context and content.	Information sources are not expansive in scope, context and content.
Strategic Development	Clearly presents and justifies strategy while demonstrating substantial understanding of marketing conditions and opportunities.	Reasonably presents and justifies strategy while demonstrating fundamental understanding of marketing conditions and opportunities.	Poorly presents and justifies strategy while demonstrating fundamental understanding of conditions and opportunities.