

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

MSIMC Goal 5: IMC = Information Economics

Graduates will obtain the skills to navigate the 21st century information avalanche and unfiltered consumer-generated dialogue brands and companies must manage to design relevant, generative, networked plans.

Traits for Goal 5: Students should achieve the following:

1. Understand how technology impacts branding and communications.
2. Recognize how technology integrates as part of the larger marketing portfolio.
3. Draw insight and implications from new and recurring data sources.
4. Leverage technology and networks to connect message with market.

Traits	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)
Technology's Role	Creates a superior and holistic digital brand presence.	Creates a fundamental digital brand presence.	Creates a sub optimum digital brand presence.
Portfolio Management	Most of the relevant information is presented.	Much of the relevant information is presented.	Some important information is not presented.
Insights & Implications	The main points are clearly presented and supported.	The main points are reasonably well presented and supported.	The main points are not clearly presented and/or supported.
Connect Message/Media	The use of media is wholly appropriate and effective.	The use of media is reasonably appropriate and effective.	The use of media is significantly inappropriate and/or ineffective.