



Arts Management | 2013-2014 Assessment Plan

1. Which outcome will you assess?

Construct a marketing plan for a hypothetical or real arts organization and defend the plan orally and in writing

2. Which technique will you use to assess this outcome?

Assignment (embedded assessment): Creation of a marketing plan edited from several assignments throughout the semester. Students must turn in a marketing plan which includes tools such as a press release and promotions plan, and defend the plan in a class presentation.

Rubric: Student shows understanding of the various parts of the marketing plan and how they fit together. For the most part, sections of the plan are integrated as described above. Strategies developed meet the “letter of the law” but do not show particular creativity or innovation. Student is able to articulate marketing message in oral presentation but isn’t always able to stick to message when answering questions.

Performance Level	Description of Performance Level
1	Student shows understanding of the various parts of the marketing plan and how they fit together as a process which starts with setting goals and ends with developing strategies to meet those goals. Student shows understanding of the unique needs of marketing the arts, and uses these creatively in developing strategies. All elements of the plan are linked (goals link to target markets, target markets link to strategies, etc.). Strategies are innovative and effective. Student is able to clearly articulate marketing message in oral presentation and answer questions about plan.
2	
3	Student shows basic understanding of marketing plan sections, may not effectively link or integrate the sections. Student chooses strategies that do not effectively respond to goals or target markets. Student exhibits misunderstanding of marketing message during oral presentation and instead falls into promotional methods discouraged in class. Student is unable to adequately answer questions about plan.
4	Student does not exhibit basic understanding of purpose or execution of marketing plan. Goals may be unclear or improperly stated. Sections of plan may be unrelated and to not respond to goals. Student chooses ineffective strategies. Student is unable to communicate marketing message or answer questions during oral presentation.

3. Which course or group of students will you assess on the outcome chosen above and when?

Students enrolled in ARTS MGT 356: Promoting the Arts