



# Arts Management | 2013-2014 Assessment Report

1. Please give a brief overview of the data you collected. This can be in any form you feel is appropriate, such as a table, a short narrative of results, statistical analysis, highlighting findings that were of particular interest, etc. In short, it doesn't matter how you submit your findings.

RESULT LEVEL	NUMBER	COMMENTS
1	4	Students in this category showed creativity and went beyond following the instructions of the assignment to make it their own.
2	15	Most students in this category were able to do the task, but didn't show as much original thinking as group 1.
3	1	
4	0	Because the assignment was cumulative (that is, written in parts throughout the semester), I would not expect any students to have gotten this far and not achieved at least a level 3.

This turned out just about how I suspected it would. Many students struggle with this assignment throughout the semester as they prepare the separate parts of the marketing plan, but by the end it comes together and they understand. Still, there are always only a few for whom the lightbulb truly goes on.

2. How will you use what you've learned from the data that was collected? Some examples are: a change in assessment plan for the following year because you want to drill down deeper to find more or better information, faculty will discuss the data to decide what to do with it, curricular changes, faculty development, etc.

The final marketing plan is only one step of a multi-step process, and this assessment has made me think that drilling down deeper would be valuable. How many students "got it" all through the semester, and how many students struggled with the concepts early on but then put it together at the end? How many students showed an understanding of the process and not just the outcome? It would be interesting to use the same rubric on the assignments throughout the semester leading to the final marketing plan and see what the learning curve looks like.

## Arts Management 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

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	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.
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 do 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