

**COMPETENCY GROWTH PLAN IN EFFECTIVE WRITING  
FOR STUDENTS MAJORING IN MARKETING**

**FRESHMAN**

COMPETENCY DESCRIPTION	STRATEGY	ASSESSMENT CRITERIA
<p>The student will be able to apply strategies appropriate to the various stages of the writing process.</p> <p>The student will be able to utilize heuristic strategies to select a subject and to develop a topic.</p> <p>The student will be able to utilize drafts to organize and develop materials, addressing question of purpose, audience, and organization.</p> <p>The student will be able to employ revision skills in preparing a final draft.</p> <p>The student will be able to employ revision skills in preparing a final draft.</p> <p>The student will be able to employ specific proofreading and editing techniques to develop papers conforming to the conventions of Standard Edited English.</p>	<p style="text-align: center;"><b>Core 110: Effective Writing</b></p> <p>Practice in using specific heuristic techniques, e.g., free writing, brainstorming, clustering, looping.</p> <p>The student will keep a journal for a maximum of six weeks to gain fluency and to develop writing ideas.</p> <p>Individual and peer group practice in developing drafts from prewriting activities, focusing on narrowing a subject and selecting appropriate details and evidence.</p> <p>Individual and peer group practice in skills such as idea revision, detail development, outlining, sentence combining, editing checklists, and self-editing techniques.</p> <p>Individual and peer group practice in editing.</p> <p>Students will use a required handbook - <u>The Little Brown Handbook</u> and a dictionary.</p> <p>Practice in using standard reference work dictionaries, handbooks of English usage and grammar, as editing aids.</p>	<p>The student presents a subject/topic and thesis statement for papers.</p> <p>The student's journal contains approximately 1,000 words each week for a maximum of six weeks.</p>

	<b>MSB 110: Introduction to Financial Accounting</b>	
<p>Utilize organizational skills to prepare an outline of information for use during the writing process.</p> <p>Utilize information sources throughout the semester to assemble information necessary for the completion of the writing assignment.</p> <p>Utilize a draft to be used to develop the information within the outline and answer the questions posed as part of the writing assignment.</p> <p>Organize a report to answer question posed as part of the writing process through the use of proper conventions of writing.</p>	<p>Students will be assigned a publicly traded corporation and will be required to obtain, analyze, interpret and draw conclusions from the accounting information contained in the corporations:</p> <ul style="list-style-type: none"> <li>- Most recent Annual Report.</li> <li>- SEC Form 10-K</li> <li>- Proxy Statement</li> </ul> <p>Students will utilize information sources to assemble information for the preparation of the writing assignments.</p> <p>Students will prepare a longer writing assignment at the end of the semester to reflect the writing development throughout the semester.</p>	<p>The student will be assessed on their successful completion of assigned short writing assignments throughout the semester as part of homework problems designed to require students to apply concepts and theories about financial accounting to factual situations.</p> <p>The students will be assessed based upon the completion of a final Annual Report Project including:</p> <ul style="list-style-type: none"> <li>- Organization of the report.</li> <li>- Presentation of the report.</li> <li>- Analysis of information.</li> <li>- Presentation of necessary information.</li> </ul>

**SOPHOMORE**

<b>COMPETENCY DESCRIPTION</b>	<b>STRATEGY</b>	<b>ASSESSMENT CRITERIA</b>
<p>The student will build upon writing skills acquired.</p> <p>The student will be able to apply the principles of effective writing to the preparation of assignments related to business management.</p>	<p><b>MSB 200: Principles of Management</b></p> <p>This will be accomplished through the preparation of the business plan and written analysis of case studies in management.</p>	<p>The student correctly and clearly defines the area/problem under investigation.</p> <p>The student uses technical vocabulary accurately.</p> <p>The student correctly quotes and references relevant source material.</p> <p>The student coherently combines ideas and relevant evidence from sources to arrive at defensible conclusions/opinions regarding the topic under discussion.</p> <p>The student will provide case/project information in a prescribed format, which is effectively written.</p> <p>Team projects will provide a personal assessment/critique of the topic as to its viability, relevance, effectiveness, etc., as it pertains to organizations and their management.</p>

COMPETENCY DESCRIPTION	STRATEGY	ASSESSMENT CRITERIA
<p>The student will be able to apply the principles of effective writing to developing a Marketing Plan for a new product.</p>	<p><b>MSB 210: Principles of Marketing</b> Preparation of a Marketing Plan or simulation.</p>	<p>The student uses the standard format for marketing reports and writes a logically clear and rhetorically effective report.</p> <p>The student coherently synthesizes original ideas and those gained through research.</p> <p>The student writes sentences that are rhetorically effective.</p> <p>The student selects diction that shows awareness of audience and purpose. The student uses the standard format for a Marketing Plan.</p>

**JUNIOR**

<b>COMPETENCY DESCRIPTION</b>	<b>STRATEGY</b>	<b>ASSESSMENT CRITERIA</b>
	<b>MKT 315: Consumer Behavior</b>	
The student will be able to apply the principles of effective writing to a variety of specialized topics and audiences in marketing.	Preparation of the Sophomore/Junior Diagnostic Project.	The student writes a report which is well-organized and rhetorically effective.  The student presents material in a clear and concise manner, using charts, graphs, and matrices where appropriate.  The student uses data and evidence of sufficient quality and quantity in support of generalizations and conclusions.
	<b>MKT 320: Retail Management</b>	
The student will be able to apply the principles of effective writing to a variety of specialized topics and audiences in marketing.	Preparation of a comprehensive written report on a retailing project.	The student writes a report which is well-organized and rhetorically effective.  The student presents material in a clear and concise manner, using charts, graphs, and matrices where appropriate.  The student uses data and evidence of sufficient quality and quantity in support of generalizations and conclusions.
	<b>MKT 325: Public Relations</b>	
The student will be able to write an effective news release.	Preparation of a variety of news releases covering a variety of topics.	The student uses the recognized journalistic format for a news release.  The student writes in a clear and concise style, applying the principles and conventions of good journalistic writing.

	<b>MKT 330: Selling Strategies</b>	
The student prepares a series of written assignments to develop a complete sales presentation.	Completion of short written assignments addressing each of the parts of a sales presentation.	The student completes assignments that follow the guidelines for each part of the sales presentation.  The student completes assignments that are free of spelling and typographical errors.
	<b>MKT 350: Principles of Advertising</b>	
The student will be able to effectively write a business letter.  The student will be able to prepare an extensive written report that develops an advertising campaign for an assigned product.	Preparation of a written letter as a part of an Advertising campaign.  Preparation of an extensive advertising campaign for an assigned product.	The student writes a letter that follows the appropriate business letter format.  The student writes a letter and submits a report that is free of spelling and typographical errors.
	<b>MKT 360: Strategic Advertising Campaigns</b>	
The student will be able to develop an extensive advertising campaign for a local business.  The student will be able to analyze and provide rationale for choices for case assignments related to advertising topics.	Preparation of an extensive advertising campaign for a local business.  Completion of written cases involving advertising campaigns.	The student provides rationale for choices made in various sections of the advertising campaign.  The student submits work that is free of spelling and typographical errors.  The student submits an advertising plan that is well organized and presented.  The student thoroughly addresses the relevant issues in case assignments.

**SENIOR**

<b>COMPETENCY DESCRIPTION</b>	<b>STRATEGY</b>	<b>ASSESSMENT CRITERIA</b>
<p>The student will be able to write a formal case analysis at a professional level for a marketing management problem.</p> <p>The student will be able to write a Marketing Plan at a professional level for the introduction of a new product.</p>	<p><b>MKT 480: Marketing Management</b></p> <p>Preparation of a series of written case analyses.</p> <p>Preparation of a Marketing Plan for a new product.</p>	<p>The student uses the standard case analysis format to present a thorough and thoughtful solution to a case problem.</p> <p>The student integrates relevant marketing theory to support recommendations.</p> <p>The student uses the standard format for a Marketing Plan, incorporating relevant marketing theory to support the plan.</p>
<p>The student will build upon writing skills acquired.</p> <p>The student will be able to apply the principles of effective writing to the preparation of various assignments.</p>	<p><b>MSB 480: Strategic Management</b></p> <p>This will be accomplished through the preparation of the case analyses; the Senior Level Integrated Assessment and the strategic plan.</p>	<p>The student designs a comprehensive search strategy.</p> <p>The student synthesizes data from a variety of sources.</p> <p>The student displays data in an appropriate format to support a strategic management decision.</p> <p>The student evaluates the information located in terms of its appropriateness, currency, depth, and authority of its source.</p> <p>The student validates information, when necessary, through other sources.</p> <p>The student synthesizes the collected information, draws valid conclusions and documents the evidence presented to support each position taken in the business plan and/or case study analysis.</p>

**EFFECTIVE WRITING COMPETENCY STATEMENT  
FOR STUDENTS MAJORING IN MARKETING**

The student majoring in Marketing will be able to write clearly, effectively, and interestingly for a variety of purposes and audiences. The student will be able to use effectively a variety of standard business formats such as case analysis and marketing plan.