

**Assurance of Learning Report – Master of Science in Marketing – MKTG 5333**

<b>Semester &amp; Year: Spring 2024</b>	<b>Degree Program Name: Master of Science in Marketing</b>
<b>Course Name: Retailing Strategy</b>	<b>Course Number: MKTG 5333</b>
<b>Faculty Name: Craig Geiger</b>	<b>Number of Students Assessed: 17 (100%)</b>
<b>Assessment Method: Final Exam – Rubric – 100 Points in 4 parts – 25 points each part</b>	
<b>Improvement Activities, Suggestions, Plans (required if results are below 80%, encourage all other times):</b> <ul style="list-style-type: none"><li>• <b>Adjust the points for grammar/format/citations from 25 to 10</b></li><li>• <b>Increase assessment of strategic thinking reflected in the question answers as determined by the application of framework in the responses.</b></li><li>• <b>New point total with adjustments: 30-30-30-10 for the questions and report format.</b></li></ul>	

**Assessment Results**

- **Average grade: 95.59 points**
- **% Students passed: 100%**

**MKTG 5333 – Final Exam Questions – next 2 pages.**



### Final Exam

MKTG 5333 – Retail Strategy - Spring '24  
Due Date: 6 PM May 8, 2024 (Wednesday)

### Instructions

- This is to be done individually and submitted on Blackboard (in the Assignments tab).
- Review the Final Exam Rubric to guide your paper submission.
- All responses need to be typed in Microsoft Word.
- 100 points for the exam: 75 points for responses to the three questions below and 25 points for overall formatting, language & grammar in your write-up.
- Page limit is maximum 3 pages (single or double spaced) for each of the questions.
- Cite any external sources properly using APA citation format.
- Note that these are all strictly your own responses.

### **Address these 3 Exam Questions Components**

1. Consider that you are the Chief Strategy Officer of Dillard's, reporting to William T. Dillard II, CEO of Dillard's and a University of Arkansas Walton College graduate.

- a) Discuss Dillard's retail strategy components and current business results and compare the results with two competitors. Briefly summarize how Dillard's business results compare.
- b) Identify 5 factors that are important to Department Store shoppers. These factors could be based on class discussions, textbook chapters, or other resources.
- c) You are being asked by William Dillard to suggest ways to attract non-customers (customers who currently shop extremely infrequently or do not shop at Dillard's). Identify 5 potential factors/attributes that would interest non-shoppers you would recommend at Dillard's. Consider factors we have reviewed this semester.

2. Omnichannel Strategy Analysis – La-Z-Boy

This question covers the application of our learning to an interesting omnichannel retailer/manufacturer, La-Z-Boy Incorporated.

- Review the La-Z-Boy Investor presentation: IR Presentation March 2023 La-Z Boy
  - Read the article: Porter's 5 Forces Explained and How to Use the Model:  
<https://www.investopedia.com/terms/p/porter.asp>
- a) Summarize the La-Z-Boy Century Vision Strategy
    - Vision and goals
    - La-Z-Boy and Joybird strategic pillars
    - La-Z-Boy's Enterprise Capabilities
  - b) Analyze La-Z-Boy's competitive environment based on Porter's Five Forces.

### 3. Retailer International Expansion Strategy

This semester, we have discussed challenges retailers can experience expanding from their home market into international locations. Some examples:

- Target in Canada
- Walmart in Germany, Japan, Brazil, and South Korea
- Home Depot in Germany, China, South America
- Best Buy in China

And some international retailers have not been as successful with expansion into the U.S. market.

Examples:

- Lidl
- Uniqlo
- Tim Hortons
- Tesco

But there are retailers who continue to be successful expanding internationally; Aldi in the U.S., IKEA in several markets and Lululemon are 3 examples.

- a) Provide a short summary of what you believe are the key retail strategy elements for successful retailer expansion outside of their home market. Use examples from our discussions and the articles listed in your analysis and conclusions.
  - Harvard Business Review: "Retail Doesn't Cross Borders"
  - Kelley School of Business: "Lessons learned from international expansion failures and successes"

*Here are a few additional international expansion examples for reference and your consideration:*

How can Uniqlo succeed in America?

<https://www.voguebusiness.com/consumers/uniqlo-fast-retailing-retail-and-marketing-strategy-to-succeed-in-america#:~:text=Uniqlo's%20current%20US%20portfolio%20of,Francisco%2C%20Los%20Angeles%20and%20Seattle.>

Why Ikea Succeeds Around The World While Other Retailers Falter

<https://www.forbes.com/sites/warrenshoulberg/2018/07/30/put-another-stamp-on-the-ikea-passport/?sh=48ecfbb73f7c>

Inside the U.S. Restart for Tim Hortons

[https://www.franchisetimes.com/issue-archive/2024/january/inside-the-u-s-restart-for-tim-hortons/article\\_d46352-9f5d-11ee-8b57-63ddadd6b77f.html](https://www.franchisetimes.com/issue-archive/2024/january/inside-the-u-s-restart-for-tim-hortons/article_d46352-9f5d-11ee-8b57-63ddadd6b77f.html)

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Course Name: <b>Retailing Strategy</b>	Course Number: <b>MKTG 5333</b>
Faculty Name: <b>Craig Geiger</b>	Number of Students Assessed: <b>17 (100%)</b>
<b>Assessment Method: Harvard Business Cases – 100 Points:</b> <ul style="list-style-type: none"><li>• <b>Case Write-Up Document Assessment - 50 points</b></li><li>• <b>Presentation and Class Discussion – 50 Points</b></li></ul>	
<b>Improvement Activities, Suggestions, Plans (required if results are below 80%, encourage all other times):</b> <ul style="list-style-type: none"><li>• <b>Add a formal peer review assessment component to this group assignment to reflect individual contributions.</b></li><li>• <b>Break out the presentation component of the assignment into separate grading modules:</b><ul style="list-style-type: none"><li>○ <b>Class discussion leadership</b></li><li>○ <b>Presentation elements</b></li></ul></li><li>• <b>New point total with adjustments:</b><ul style="list-style-type: none"><li>○ <b>40 points – Case Analysis and Questions Write Up</b></li><li>○ <b>25 points – Presentation elements</b></li><li>○ <b>25 points – Class Discussion and Leadership of the case</b></li><li>○ <b>10 points – Formatting, grammar, proper citations</b></li><li>○ <b>adjustment potential for peer review: 100% team points: full participation/contribution</b></li></ul></li></ul>	

**Assessment Results**

- **Average grade: 95 points**
- **% Students passed: 100%**

**MKTG 5333 – Harvard Business Case Assignment and Example Grade Assessment – next 2 pages.**



## MKTG 5333 – Retail Strategy – Spring 2024 Business Cases: Instructions

### Introduction

As a strategy-based course, we will be reviewing and assessing retailers across multiple channels to ensure a deeper understanding of how retail strategy is formulated and executed, and the elements influencing strategy. During the semester we will have 4 interesting retail strategy-based business cases as an effective way to build our analysis and presentation skills.

1. Lululemon – Retail Market Assessment
2. Starbucks – Strategic Leadership and Retail Strategy
3. Steak 'n Shake – Retail Pricing Strategy
4. Nike – Retailing Strategy in the Emerging Metaverse

### You have 2 responsibilities for the Business cases:

- **Individual:** review all of the business cases and prepare to participate in the in-class sessions and your assigned group case.
- **Group:** actively participate and contribute to the Team Case Assignment in your assigned team.

### Team Case Assignment (100 points)

Each team will be assigned as the leader for one of the 4 business cases. **There are 2 components of the Team Business Case course assignment:**

1. Business Case Write-Up – Team submission (not individual)
  - Address the questions in the case as listed in the Case Write-Up instructions on Blackboard
2. Team Presentation of the case and lead class discussion in one of our classes.

### Business Case Write-Up (50 points) – Review the Case Assignment Rubric for guidance

The maximum length of your case write-up (excluding appendices/exhibits) is 8 pages with a minimum 11 pt Font and 1" margins.

The recommended style includes:

#### Part 1 - Executive summary

- 1-2 short paragraphs detailing your understanding of the business problem, your analysis, conclusions, and your recommendations.
- Tip: write this part after you have completed the rest of the write-up.

#### PART 2 - Answers to Individual Questions posted on Blackboard

- Answer each question with clear examples and citations from the case and external sources.
- Explicitly state your assumptions. If none are provided in the case material, make your own if necessary, but be reasonable and clear.
- Specific references to our course learning should be reflected in your answers.

#### PART 3 - Appendices/Exhibits (Essential regression outputs, graphs, calculations, etc.)

- You don't have to be fancy; it's the content that's important
- You may use the data in the case and also create your own figures or tables to illustrate your answers/points. A good write-up always has figures/tables as appendices/exhibits using the relevant data in the case.
- Be clear; all exhibits should be easy to understand and intuitive.
- Give proper references to case sources of data and appendices/exhibits.

**Team Case Presentation (50 Points) – Review the Case Assignment Rubric for guidance**  
You will be making an in-class presentation of your assigned business case.

**Team Presentation Guidelines**

- The presentation will be 60 minutes duration that would include the class discussion time as well.
- All team members should be present in class for this presentation.
- The structure of the presentation should include:
  - Background and short summary of the company (past history, founding leadership, evolution over time, etc).
  - Company retail strategy including target customer(s).
  - Questions assigned for the case should be included in the presentation along with any additional questions/relevant topics on the company.
  - Detail the present environment and what your team expects and recommends for the future for this company.
  - All the references and sources used in the presentation should be either available on the slides directly or inserted in the notes section.

**Important! The class presentation objective is to inform the class and also to stimulate in-class discussion of the situation – past, current and expected future. Use material from your Discussion Board and other elements to make your class presentation compelling and interesting!**

## Assurance of Learning Report – Master of Science in Marketing – MKTG 5513

Semester & Year: <b>Spring 2024</b>	Degree Program Name: <b>Master of Science in Marketing</b>
Course Name: <b>Sales Analytics</b>	Course Number: <b>MKTG 5513</b>
Faculty Name: <b>Ashish Sharma, PhD</b>	Number of Students Assessed: <b>17 (100%)</b>
<b>Assessment Method: MBTN Academy Sales Analytics Modules (19) Completion</b> <ul style="list-style-type: none"><li>• <b>40% of course grade</b></li><li>• <b>Link to Learning Modules: <a href="https://www.mbtn.academy/uark-sp24-5513-001/">https://www.mbtn.academy/uark-sp24-5513-001/</a></b></li></ul>	
<b>Improvement Activities, Suggestions, Plans): This assignment was executed well and provided the sales analytics foundation expected. All learning objectives were met.</b>	

### Assessment Results

- **Students completing the 19 MBTN Sales Analytics Modules: 100%**

Module Website: <https://www.mbtn.academy/uark-sp24-5513-001/>

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**Welcome University of Arkansas Students!**

MKTG 5513-001  
Spring 2024  
Professor Ashish Sharma

**MBTN Modules for Sales Analytics (\$24.95 Click to Register).** These 19 modules have been assigned for the *Sales Analytics* course: *Market Share Metrics 1 + 2, Margins 2, Price-Profit Dynamics, Cannibalization, Customer Lifetime Value 1 + 2, Customer Acquisition Cost, RFM Analysis, Marketing Experiments 1, New Product Forecasting, Distribution Measures, Pricing 1, Sales Force Management 1 + 2, Web Metrics, Statistics 2 + 3, Marketing ROI.* License valid through May 30, 2024.

**Assurance of Learning Report – Master of Science in Marketing – MKTG 5433**

<b>Semester &amp; Year: Fall 2023</b>	<b>Degree Program Name: Master of Science in Marketing</b>
<b>Course Name: Consumer and Market Research</b>	<b>Course Number: MKTG 5433</b>
<b>Faculty Name: Leah Smith, PhD</b>	<b>Number of Students Assessed: 17 (100%)</b>
<b>Assessment Method: Group Project Assessment Rubrics</b> <ul style="list-style-type: none"><li>• <b>100 Points: Exploratory Research Proposal</b></li><li>• <b>100 Points: Survey Assignment</b></li></ul>	
<b>Improvement Activities, Suggestions, Plans (required if results are below 80%, encourage all other times):</b>	

**Assessment Results**

- **% Students passed: 100%**

**MKTG 5433 – Assessment Rubrics – next page**



**MKTG 5433 EXPLORATORY RESEARCH PROPOSAL  
GRADING RUBRIC**

<b>Dimension</b>	<b>Score</b>	<b>Comments</b>
<p><b>Research setup</b></p> <ul style="list-style-type: none"> <li>Describe what you did – (how many people, groups, what time, duration).</li> <li>Overview of type of questions asked, activities or projective techniques.</li> <li>Is the discussion guide specific to the category and the audience?</li> </ul>	/40	
<p><b>Research summary</b></p> <ul style="list-style-type: none"> <li>Are all the objectives explored thoroughly?</li> <li>Are the main themes identified?</li> <li>Are the themes supported with quotes from participants?</li> <li>Based on this phase what recommendations would you make?</li> <li>Are the next steps clear? (objectives for next phase)</li> </ul>	/60	
<p><b>Report Hygiene Factors (Deductions)</b></p> <p>No points are awarded for these elements of your report. However, failure to either include any one of the required elements (identified above) or achieve a minimum performance level will result in a deduction of no less than 3 points and up to 100 points. The amount of the deduction depends on what exactly is missing. In addition, deductions are possible in the event the following occur:</p> <ul style="list-style-type: none"> <li>Repetitive information is presented in the report</li> <li>Poorly worded sections/lack of clarity in communication</li> <li>Excessive typos</li> <li>No support for any conclusions drawn</li> <li>Inconsistency of graphs/tables across objectives</li> </ul>	-0	
<b>Total</b>	<b>/100</b>	

**MKTG 5433 SURVEY ASSIGNMENT  
GRADING RUBRIC**

<b>Element</b>	<b>Excellent</b>	<b>Satisfactory</b>	<b>Poor</b>	<b>Pts</b>
<b>Points:</b>	<b>30-33</b>	<b>20-29</b>	<b>0-20</b>	<b>/33</b>
Survey Content: Question wording and construction	<ul style="list-style-type: none"> <li>Questions have face validity (i.e., measure what they are intended to measure per the objectives)</li> <li>Question wording maximizes clarity and minimizes bias</li> <li>Measurement scales employed maximize statistical flexibility</li> </ul>	<ul style="list-style-type: none"> <li>Two of the following three conditions are met:               <ul style="list-style-type: none"> <li>Questions have face validity (i.e., measure what they are intended to measure per the objectives)</li> <li>Question wording maximizes clarity and minimizes bias</li> <li>Measurement scales employed maximize statistical flexibility</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>At most one of the following three conditions is met:               <ul style="list-style-type: none"> <li>Questions have face validity (i.e., measure what they are intended to measure per the objectives)</li> <li>Question wording maximizes clarity and minimizes bias</li> <li>Measurement scales employed maximize statistical flexibility</li> </ul> </li> </ul>	
<b>Points:</b>	<b>30-33</b>	<b>20-29</b>	<b>0-20</b>	<b>/33</b>
Survey Design: Question sequencing and physical appearance	<ul style="list-style-type: none"> <li>Question sequencing and flow avoid bias</li> <li>Transition statements and skip logic are used where needed</li> <li>Survey is visually attractive</li> </ul>	<ul style="list-style-type: none"> <li>Two of the following three conditions are met:               <ul style="list-style-type: none"> <li>Question sequencing and flow avoid bias</li> <li>Transition statements and skip logic are used where needed</li> <li>Survey is visually attractive</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>At most one of the following three conditions is met:               <ul style="list-style-type: none"> <li>Question sequencing and flow avoid bias</li> <li>Transition statements and skip logic are used where needed</li> <li>Survey is visually attractive</li> </ul> </li> </ul>	
<b>Points:</b>	<b>30-34</b>	<b>20-29</b>	<b>0-20</b>	<b>/34</b>
Question Content	<ul style="list-style-type: none"> <li>Survey includes all three:               <ul style="list-style-type: none"> <li>Questions to address all objectives</li> <li>Introduction Statement</li> <li>Demographics</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Survey includes at least 2 of the following               <ul style="list-style-type: none"> <li>Questions to 3-4 objectives</li> <li>Introduction Statement</li> <li>Demographics</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Survey includes at most 1 of the following               <ul style="list-style-type: none"> <li>Questions to 1-2 objectives</li> <li>Introduction Statement</li> <li>Demographics</li> </ul> </li> </ul>	
<b>Total</b>				<b>/100</b>

**Assurance of Learning Report – Master of Science in Marketing – MKTG 5103**

<b>Semester &amp; Year: Fall 2023</b>	<b>Degree Program Name: Master of Science in Marketing</b>
<b>Course Name: Introduction to Marketing</b>	<b>Course Number: MKTG 5103</b>
<b>Faculty Name: Jeff Murray, PhD</b>	<b>Number of Students Assessed: 17 (100%)</b>
<b>Assessment Method: Exam: Faculty Assessment – 100 Points/10 Questions</b>	
<b>Improvement Activities, Suggestions, Plans (required if results are below 80%, encourage all other times):</b>	

**Assessment Results**

- **% Students passed: 100%**
- **Minimum value: 84**
- **Maximum value: 100**
- **Average: 96.35%**

**MKTG 5103 – Exam Questions – next page**



**Exam 1**  
MKTG 5333 – Retail Strategy – Fall 2023 – Dr. Jeff Murray  
**Instructions**

- This is to be done individually
- 100 points for the exam – each question is worth 10 points
- Note that these are all strictly your own responses.

Address these 10 Exam Questions Components

1. List and define the three elements of any paradigm; what are these elements for the cognitive paradigm? What are these elements for the behavioral paradigm?
2. Draw and explain the information processing model.
3. What is semiotics? Explain Ferdinand de Saussure's theory of the sign.
4. Referring to memory content, what are types of meanings? Please list and define these types; which type is associated with sign value?
5. List and define the independent variables used in Fishbein's theory of reasoned action.
6. List and define the key concepts of respondent conditioning.
7. What are the four types of consequences Skinner used when conditioning behavior; explain three different ways of scheduling these consequences; finally, which schedule of reinforcement is the most effective?
8. List and define the four categories of proxemics.
9. Of all the things we are working on in this course, my lectures, the reading, the assignments, and my podcast, select one thing that stands out to you, something that has piqued your interest and curiosity -- and tell me about it.
10. What is the premise of your short story?

## Assurance of Learning Report – Master of Science in Marketing – MKTG 5413

Semester & Year: <b>Spring 2024</b>	Degree Program Name: <b>Master of Science in Marketing</b>
Course Name: <b>Special Topics in Marketing</b>	Course Number: <b>MKTG 5413</b>
Faculty Name: <b>Chris Medenwald, PhD</b>	Number of Students Assessed: <b>17 (100%)</b>
<b>Assessment Method: HubSpot Marketing Campaign Group Project: Faculty Assessment – 150 Points:</b> <ul style="list-style-type: none"><li>• <b>Self-reported grade</b></li><li>• <b>Teammates' grade</b></li><li>• <b>Instructor grade</b></li></ul>	
<b>Improvement Activities, Suggestions, Plans:</b> <ul style="list-style-type: none"><li>• <b>Transform the class into a bona fide marketing agency – and position everything we do, from planning to creative to analytics, in light of serving the client.</b></li><li>• <b>Serve a real-world, commercial business – WayPave in the Fall 2024 – with our efforts and outputs.</b></li><li>• <b>Develop a structured rubric to guide the student efforts and influence the quality of the outputs.</b></li></ul>	

### Assessment Results

- **% Students passed: 100%**
- **Average grade: 150 points**

### MKTG 5413 – HubSpot Project Assignment Instructions:

Students will use HubSpot, a popular real-world marketing and CRM platform, to create a fictional marketing campaign for the M.S. in Marketing program. Students will present their work at the end of the semester. The campaign will encompass webpage/landing page design, blogging, lead capture, and content-distribution activities such as search, social, and email.