

**INFORMATION LITERACY PROJECT** The project objectives formalized by AACSB (accrediting body for business programs) students take KSOM) and information literacy standards mandated by the Middle States accreditation standards. The present project is to create a teaching assessment module on information literacy that can be linked to specific curriculum and program level outcomes for Kania School.

**Brief description of project**

A course embedded assessment exercise was used. The course chosen was MKT 561

A. Standard 5, item #3a of ACRL Information Literacy Standards for Higher Education:

**The information literate student understands many of the economic, legal, and social issues surrounding the use of**

MKT 561 Marketing Research 2 Online Sections

Total number of Participants: 23

**Name of Library Faculty Member who consulted on the project:**

Prof. Betsey Moylan, Associate Professor of Library

Rubric Development:

Information Literacy Rubric was developed to assess the following:

**Assignment:** To review literature in marketing for past 10 years in order to develop the most up-to-date conceptual and operational definition of a marketing term.

| Characteristics Assessed                        | Tasks Assessed                                   |
|---|--|
| Access<br>Information Sources                   | Locates reliable discipline specific information |
| Extent of Search:<br>Time Frame                 | Covers time frame of inquiry                     |
| Extent of Search:<br>Number of Sources Utilized | Uses multiple sources                            |



Assessment Scores:

OBJECTIVES

**Assignment:** To review literature in marketing for past 10 years in order to develop the most up-to-date

|  |   |  |   |   |
|--|---|--|---|---|
| OBJECTIVES   | <p><b>Assignment:</b> To review literature in marketing for past 10 years in order to develop the most up-to-date conceptual and operational definition of a marketing term.</p> <p><b>Task</b></p> | <p>Demonstrates Superior Competency</p> <p><b>Evidence</b></p> | <p>Demonstrates Competency</p> <p><b>Evidence</b></p> | <p>Does Not Demonstrate Competency</p> <p><b>Evidence</b></p> |
| <p><b>Extent of Search:<br/>Number of Sources Utilized</b></p> | <p>Uses multiple sources</p>  | <p>At least 6 individual resources examined</p>                | <p>3-5 individual resources examined</p>              | <p>2 or less individual resources examined</p>                |

|                                     |  |  |   |   |
|-------------------------------------|--|--|---|---|
| OBJECTIVES                          | <b>Assignment:</b> To review literature in marketing for past 10 years in order to develop the most up-to-date conceptual and operational definition of a marketing term.<br><br><b>Task</b> | Demonstrates Superior Competency<br><br><b>Evidence</b>              | Demonstrates Competency<br><br><b>Evidence</b>                      | Does Not Demonstrate Competency<br><br><b>Evidence</b>                                    |
| <b>Accomplish the required task</b> | Recommend definitions  | Recommend both definitions separately with justifications for choice | Recommend both definitions as separate items, without justification | Recommend only one definition or fail to separate two definitions, without justification. |
| <b>23</b>                           |  | 4  | 16  | 3   |

|                                   |  |   |  |  |
|-----------------------------------|--|---|--|--|
| OBJECTIVES                        | <b>Assignment:</b> To review literature in marketing for past 10 years in order to develop the most up-to-date conceptual and operational definition of a marketing term.<br><br><b>Task</b> | Demonstrates Superior Competency<br><br><b>Evidence</b> | Demonstrates Competency<br><br><b>Evidence</b> | Does Not Demonstrate Competency<br><br><b>Evidence</b> |
| <b>Appropriately cite sources</b> |  |   |  |  |

| Characteristics Assessed                     | Assessment Scores                |                         |                                 |
|--|----------------------------------|-------------------------|---------------------------------|
|  | Demonstrates Superior Competency | Demonstrates Competency | Does Not Demonstrate Competency |
| Access Information Sources                   | 2                                | 18                      | 3                               |
| Extent of Search:Time Frame                  | 10                               | 9                       | 4                               |
| Extent of Search: Number of Sources Utilized | 3                                | 13                      | 7                               |

Evaluate information and sources critically