

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 Information Sources	Locates reliable discipline specific information
Extent of Search: Time Frame	Covers time frame of inquiry
Extent of Search: 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>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.</p> <p>Task</p>	<p>Demonstrates Superior Competency</p> <p>Evidence</p>	<p>Demonstrates Competency</p> <p>Evidence</p>	<p>Does Not Demonstrate Competency</p> <p>Evidence</p>
<p>Extent of Search: Number of Sources Utilized</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	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. Task	Demonstrates Superior Competency Evidence	Demonstrates Competency Evidence	Does Not Demonstrate Competency Evidence
Accomplish the required task	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.
23		4	16	3

OBJECTIVES	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. Task	Demonstrates Superior Competency Evidence	Demonstrates Competency Evidence	Does Not Demonstrate Competency Evidence
Appropriately cite sources				

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