

Assessment: Assessment Plan

Degree Program - MC - Advertising (BA)

CIP Code: 09.0903.00

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Program Purpose Statement: The mission of the department is to provide students with relevant skills and knowledge to pursue successful careers in Advertising. The focus of the program encourages students to think about issues of responsibility by connecting advertising concepts with history as well as contemporary society. Students compare and critique advertising practices as they analyze the integrated nature of the current media world. Students are stimulated to think independently as well as work collaboratively in a professional manner. They learn how to create advertising messages that are strategic and compelling. Oral and written communication is paramount in the curriculum offering students multiple opportunities to showcase their ideas persuasively. The program combines a focus on skills training with critical thinking. Students are taught above all to be problem solvers and embrace the pursuit of lifelong learning.

Modality: Face-to-Face

Student Learning Outcome: CONNECT

Graduates will be able to CONNECT past advertising history with the current media structure and assess issues of diversity and social responsibility.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/29/2013

Assessment Methods

Course Level Assessment - Direct student performance data from courses. Each instructor selects multiple items to measure and submit for all ADV courses. (Active)

Criterion: At least 75% of students will achieve passing grades on assessment items from coursework.

Focus Groups - Focus groups with graduating Seniors. (Active)

Criterion: The majority of students will have positive comments regarding the Ad curriculum and will feel prepared for careers in Advertising.

Student Learning Outcome: COMPARE

Graduates will be able to COMPARE integrated media concepts and identify appropriate advertising executions.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/29/2013

Assessment Methods

Course Level Assessment - Direct student performance data from courses. Each instructor selects multiple items to measure and submit for all ADV courses. (Active)

Criterion: At least 75% of students will achieve passing grades on assessment items from coursework.

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Focus Groups - Feedback from National Advisory Board (Professional Alumni) (Active)

Criterion: The Advisory Board will approve of the direction and focus of the curriculum in the Department.

Focus Groups - Focus groups with graduating Seniors. (Active)

Criterion: The majority of students will have positive comments regarding the Ad curriculum and will feel prepared for careers in Advertising.

Student Learning Outcome: CRITIQUE

Graduates will be able to CRITIQUE advertising practice and research as well as evaluate communication problems strategically.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/29/2013

Assessment Methods

Course Level Assessment - Direct student performance data from courses. Each instructor selects multiple items to measure and submit for all ADV courses. (Active)

Criterion: At least 75% of students will achieve passing grades on assessment items from coursework.

Capstone Assignment/Project - Direct review of capstone portfolio/project work. (Active)

Criterion: Portfolio review will show mastery of critical thinking skills and strategic advertising planning.

Focus Groups - Feedback from National Advisory Board (Professional Alumni) (Active)

Criterion: The Advisory Board will approve of the direction and focus of the curriculum in the Department.

Focus Groups - Focus groups with graduating Seniors. (Active)

Criterion: The majority of students will have positive comments regarding the Ad curriculum and will feel prepared for careers in Advertising.

Performance - Performance in student competitions will be examined (AAF, etc.) (Active)

Criterion: Students should consistently place in the top 5 regionally and have strong research insights to drive campaigns.

Student Learning Outcome: CREATE

Graduates will be able to CREATE innovative advertisements utilizing contemporary industry tools and techniques.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/29/2013

Additional Assessment Component: Marketable Skills

Assessment Methods

Course Level Assessment - Direct student performance data from courses. Each instructor selects multiple items to measure and submit for all ADV courses. (Active)

Criterion: At least 75% of students will achieve passing grades on assessment items from coursework.

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Capstone Assignment/Project - Direct review of capstone portfolio/project work. (Active)

Criterion: Portfolio review will show mastery of innovative creative design and advertising writing.

Focus Groups - Feedback from National Advisory Board (Professional Alumni) (Active)

Criterion: The Advisory Board will approve of the direction and focus of the curriculum in the Department.

Focus Groups - Focus groups with graduating Seniors. (Active)

Criterion: The majority of students will have positive comments regarding the Ad curriculum and will feel prepared for careers in Advertising.

Internship Employer Survey - The staff of the Student Success Center in the College will be interviewed and data will be compiled regarding student interns/advising/recruitment. (Active)

Criterion: Staff interviews will be primarily positive with regard to current student success in creative tools and techniques.

Performance - Performance in student competitions will be examined (AAF, etc.) (Active)

Criterion: Students should consistently place in the top 5 regionally and have impressive creative strategy that is both innovative and strategic.

Student Learning Outcome: COMMUNICATE

Graduates will be able to COMMUNICATE persuasively in both written and oral formats.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/29/2013

Additional Assessment Component: Communication Literacy, Marketable Skills

Assessment Methods

Course Level Assessment - Direct student performance data from courses. Each instructor selects multiple items to measure and submit for all ADV courses. (Active)

Criterion: At least 75% of students will achieve passing grades on assessment items from coursework.

Capstone Assignment/Project - Direct review of capstone portfolio/project work. (Active)

Criterion: Portfolio/presentation review will show mastery of written and oral communication skills.

Focus Groups - Feedback from National Advisory Board (Professional Alumni) (Active)

Criterion: The Advisory Board will approve of the direction and focus of the curriculum in the Department.

Internship Employer Survey - The staff of the Student Success Center in the College will be interviewed and data will be compiled regarding student interns/advising/recruitment. (Active)

Criterion: Staff interviews will be primarily positive with regard to current student success in writing and oral presentations.

Performance - Performance in student competitions will be examined (AAF, etc.) (Active)

Criterion: Students should consistently place in the top 5 regionally and well-written plans books and outstanding pitch presentations.

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Student Learning Outcome: COLLABORATE

Graduates will be able to COLLABORATE with others in a manner that is both productive and professional.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/29/2013

Additional Assessment Component: Marketable Skills

Assessment Methods

Course Level Assessment - Direct student performance data from courses. Each instructor selects multiple items to measure and submit for all ADV courses. (Active)

Criterion: At least 75% of students will achieve passing grades on assessment items from coursework.

Focus Groups - Feedback from National Advisory Board (Professional Alumni) (Active)

Criterion: The Advisory Board will approve of the direction and focus of the curriculum in the Department.

Internship Employer Survey - The staff of the Student Success Center in the College will be interviewed and data will be compiled regarding student interns/advising/recruitment. (Active)

Criterion: Staff interviews will be primarily positive with regard to current student success in areas of professionalism and teamwork.

Performance - Performance in student competitions will be examined (AAF, etc.) (Active)

Criterion: Students should consistently place in the top 5 regionally and have successful collaboration that is professional and productive.