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| **Assurance of Student Learning Report**  **2022-2023** | | |
| **Potter College of Arts & Letters** | | **Communication** |
| **Advertising Major (727)** | | |
| **Cliff Shaluta, Program Coordinator** | | |
| ***Is this an online program***?  Yes X No | Please make sure the Program Learning Outcomes listed match those in CourseLeaf . Indicate verification here X Yes, they match! (If they don’t match, explain on this page under **Assessment Cycle)** | |

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| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.*** | | | |
| **Program Student Learning Outcome 1: *Create actionable advertising strategies and media plans.*** | | | |
| **Instrument 1** | **Capstone portfolio project AD 410** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | | **X Met** | **Not Met** |
| **Program Student Learning Outcome 2: *Make strategically sound advertising decisions based on data.*** | | | |
| **Instrument 1** | **Capstone portfolio project AD 410** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | | **X Met** | **Not Met** |
| **Program Student Learning Outcome 3: *Apply knowledge and creativity to real-world advertising situations.*** | | | |
| **Instrument 1** | **Capstone portfolio project AD 410** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | | **X Met** | **Not Met** |
| **Assessment Cycle Plan:** | | | |
| Current AD program SLO’s match CourseLeaf. A “diversity elective” will be added to the revised AD program effective Fall 2023. While AD 410 Portfolio will continue to be the main touch point for the assessment of Advertising majors, projects will require targeted plans to reach consumers with a range of backgrounds and experiences. | | | |

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| **Program Student Learning Outcome 1** | | | | | |
| **Program Student Learning Outcome** | Create actionable advertising strategies and media plans. | | | | |
| **Measurement Instrument 1** | As the capstone touch point for Advertising majors, AD 410 Portfolio utilizes case projects that mirror industry practices. The team assignments are comprehensive and work often spans the entire semester. | | | | |
| **Criteria for Student Success** | While student projects are graded, the purpose of program assessment is broader in scope and therefore requires a different measurement tool. The attached AD Major Assessment Rubric is used for this purpose. A score of 80% on this rubric is considered successful. | | | | |
| **Program Success Target for this Measurement** | | The overall assessment goal is 80% of sample projects. | **Percent of Program Achieving Target** | 85.25% | |
| **Methods** | A sample of 4 projects from the Spring 2023 section of AD 410 were used for this assessment. Program faculty assessed the projects using the attached rubric. | | | | |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | | | | **X Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| Capstone projects in advertising encompass the individual study paths and career goals (art direction, copy, media, PR etc) of our majors. These projects were guided by project briefs that were based on actual real-world situations and required students to work collectively. The teams shared work-in-progress updates over the semester, leading to a final presentation intended to replicate what would be shown to an actual client.  As a group, it’s clear that majors from the Spring 2023 AD 410 class have the ability to create an actionable advertising strategy and basic media plans.  **PLANS FOR NEXT ASSESSMENT**  The transition of responsibility for the Advertising major from the Department of Communication to Art & Design and back to Communication has been challenging. The instructor of the Spring 2023 section of AD 410 was not fully apprised of the scope of AD 410. Moving forward, it’s important that AD 410 also serves as a focal point to prepare our majors for a career. Individual portfolio reviews and career maps are integral to this process. | | | | | |

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| **Program Student Learning Outcome 2** | | | | | |
| **Program Student Learning Outcome** | Make strategically sound advertising decisions based on data. | | | | |
| **Measurement Instrument 1** | As the capstone touch point for Advertising majors, AD 410 Portfolio utilizes case projects that mirror industry practices. The team assignments are comprehensive and work often spans the entire semester. | | | | |
| **Criteria for Student Success** | While student projects are graded, the purpose of program assessment is broader in scope and therefore requires a different measurement tool. The attached AD Major Assessment Rubric is used for this purpose. A score of 80% on this rubric is considered successful. | | | | |
| **Program Success Target for this Measurement** | | The overall assessment goal is 80% of sample projects. | **Percent of Program Achieving Target** | 85.25% | |
| **Methods** | A sample of 4 projects from the Spring 2023 section of AD 410 were used for this assessment. Program faculty assessed the projects using the attached rubric. | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | **X Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| The results for this outcome were less than desirable. Projects from the Spring 2023 section of AD 410 Portfolio generally failed to include enough specific consumer and media research to successfully build an advertising campaign. This may be reflective of the background and interests of the instructor. However, today’s advertising campaigns are highly-targeted toward the most receptive consumers and in-depth research is required to do this well.  **PLANS FOR NEXT ASSESSMENT**  Moving forward, considering that AD 410 is often the final class our majors complete in the major, it would be better to have AD 410 taught by faculty in Advertising rather than Art & Design to ensure adequate depth on consumer research and media planning. | | | | | |

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| **Program Student Learning Outcome 3** | | | | | |
| **Program Student Learning Outcome** | Apply knowledge and creativity to real-world advertising situations. | | | | |
| **Measurement Instrument 1** | As the capstone touch point for Advertising majors, AD 410 Portfolio utilizes case projects that mirror industry practices. The team assignments are comprehensive and work often spans the entire semester. | | | | |
| **Criteria for Student Success** | While student projects are graded, the purpose of program assessment is broader in scope and therefore requires a different measurement tool. The attached AD Major Assessment Rubric is used for this purpose. A score of 80% on this rubric is considered successful. | | | | |
| **Program Success Target for this Measurement** | | The overall assessment goal is 80% of sample projects. | **Percent of Program Achieving Target** | 85.25% | |
| **Methods** | A sample of 4 projects from the Spring 2023 section of AD 410 were used for this assessment. Program faculty assessed the projects using the attached rubric. | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | | | **X Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| As a group, it’s apparent that majors from the Spring 2023 AD 410 class have the ability to apply knowledge and creativity to real-world advertising situations. Our Advertising majors are digital natives and they are able to successfully utilize the modern communication platforms. The creativity utilized in the sample projects is evident as the work reads well and looks great.  The challenge is teaching our majors that using personal technology is different from using technology to reach and engage sales prospects. Advertising is a business and is developed and evaluated based on clear business goals and measurement metrics.  **PLANS FOR NEXT ASSESSMENT**  Moving forward, it would be better to have AD 410 taught by faculty in Advertising rather than Art & Design to ensure that our majors fully appreciate the business side of their work. | | | | | |

**WKU AD Major Assessment Rubric**

Major Capstone projects in advertising encompass the individual study paths and career goals (art direction, copy, media, PR etc) of our majors. These projects are guided by project briefs based on actual real-world situations and required students to work collectively. The teams shared work-in-progress updates over the semester, leading to a final presentation intended to replicate what would be shown to an actual client.

Assessment for the Advertising included a selection of 4 project papers from collected from the Spring 2023 section of AD 410 Portfolio and evaluated using rubric below. The goal for the assessment is that 80% of work scores at least 80%.

TERM:

CLASS:

TEAM:

NOTES

100 points 90 points 80 points 70 points

Table

Description automatically generated with low confidence

**\*\*\* Please include Curriculum Map (below/next page) as part of this document**

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| **CURRICULUM MAP EFF. FALL 2023** | | |  |  |  |  |
|  |  |  |  |  |  |  |
| **Program name:** | Advertising Major: 727P, 727 | |  |  |  |  |
| **Department:** | Communication/School of Media & Comm. | |  |  |  |  |
| **College:** | Potter |  |  |  |  |  |
| **Contact person:** | Cliff Shaluta | |  |  |  |  |
| **Email:** | [cliff.shaluta@wku.edu](mailto:kylie.jenner@wku.edu) | |  |  |  |  |
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| **KEY:** |  |  |  |  |  |  |
| I = Introduced |  |  |  |  |  |  |
| R = Reinforced/Developed |  |  |  |  |  |  |
| M = Mastered |  |  |  |  |  |  |
| A = Assessed |  |  |  |  |  |  |
|  |  |  | **Learning Outcomes** |  |  |  |
|  |  |  | **LO1:** | **LO2:** | **LO3:** | **LO4: (not in CourseLeaf)** |
|  |  |  | Create actionable advertising strategies and media plans. | Make strategically sound advertising decisions based on data. | Apply knowledge and creativity to real-world advertising situations. | Define diversity & explain why  diversity is important in  advertising. |
| **Course Subject/Core Course** | **Number** | **Course Title** |  |  |  |  |
| COMM | 200 | Communication Foundations | I | I | I | I |
| MKT | 220 | Basic Marketing Concepts | I | I | I | I |
| AD | 230 | Digital Tools | R | R | R | I/R |
| AD | 240 | Advertising in a Digital World | R | R | R | I/R |
| AD | 300 | Research in Advertising and PR | R | R | R | I/R |
| AD | 321 | Comm. Analytics in PR and AD | R | R | R |  |
| AD | 330 | Branding | R | R | R | R |
| AD | 349 | AD Media | R | R | R | R |
| AD | 410 | Portfolio | R/M/A | R/M/A | R/M/A | R/A |
| AD | 489 | AD Internship | R/M/A | R/M/A | RM//A | R/A |
| **6-Hours Major Electives** |  |  |  |  |  |  |
| AD | 250 | Personal Branding | R | R | R | R |
| PR | 255 | Fundamentals of Public Relations | R | R | R | I/R |
| AD | 410 | Portfolio | R/M/A | R/M/A | R/M/A | R/A |
| AD | 489 | Internship | R/M/A | R/M/A | R/M/A | R/A |
| COMM | 489 | Persuasion | R | R | R | R |
| COMM | 362 | Organizational Communication | R | R | R | R |
| COMM | 364 | Crisis Communication | R | R | R | R |
| MKT | 322 | Integrated Marketing Communications | R | R | R | R |
| PR | 350 | Legal and Ethical Foundations | R | R | R | R |
| UX | 330 | User Interface Design | R | R | R | R |
| **3-Hours Diversity Elective** |  |  |  |  |  |  |
| COMM | 363 | Interracial Communication |  |  |  | R |
| COMM | 365 | Intercultural Communication |  |  |  | R |
| COMM | 374 | Gender Communication |  |  |  | R |
| COMM | 471 | Communication in Multinational Orgz. |  |  |  | R |
| FLK | 280 | Cultural Diversity in the U S |  |  |  | R |
| PR | 354 | International Public Relations |  |  |  | R |
| SOCL | 362 | Social Institutions: Race, Class, and Gender |  |  |  | R |
| SOCL | 375 | Diversity in American Society |  |  |  | R |
| SOM | 310 | Media Diversity |  |  |  | R |