

Annual Assessment Report AY23-24  
**ADVERTISING MAJOR AND MINOR**  
**(Aggregate Report)**

I. LOGISTICS

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1. Contact person: Marthinus JC van Loggerenberg, Program Director ([mvanloggerenberg@usfca.edu](mailto:mvanloggerenberg@usfca.edu))
2. This report is an aggregate report for the Major and Minor.
3. No revisions have been made to the major or minor curricular maps.
4. The course used for the **Major** assessment: ADVT 302 Innovation in Advertising. Area: (2) Problem Solving, and (D) Developing (see red circle on page 2).
5. The course used for the **Minor** assessment: also ADVT 302 Innovation in Advertising. Area: Secondary PLO - (3) Problem Solving, and (D) Developing (see red circle on page 3).
6. ADVT 302 Innovation in Advertising is presented every fall semester in the Advertising Program, BA in Advertising degree, and is open to all Advertising majors and minors who have passed ADVT 201 Fundamentals of Creative Strategy with at least a C-minus.
7. This report is for ADVT 302 presented in the Fall of 2023.

**ADVERTISING MAJOR COURSE CURRICULUM MAP**

Course	Course Learning Goals	1. Critical thinking	2. Problem solving	3. Industry knowledge	4. Social justice	5. Teamwork	6. Communication
Course	Course Learning Outcomes	Independently critique advertising briefs, creative work and communication strategies	Apply academic and industry theories and tools to frame, analyze, and creatively solve real	Describe key industry players and trends and use agency tools, processes and	Evaluate the contextual ethical implications of advertising, and engage in	Work collaboratively with diverse team members, recognizing and negotiating	Articulate a clear message and effectively adopt it for a specific target audience
KEY	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery
ADVT101	1. Explain how advertising shapes consumer culture, and how both have changed over time 2. Define key concepts (economic, sociological, political) for understanding consumption and consumer culture 3. Analyze advertisements by performing close readings informed by rhetorical theories 4. Evaluate ads for their ethical and ideological impact 5. Assess the consequences of their own actions—as consumers, as critics, as culture-makers, and as citizens	I + D	I		I		I
ADVT102	1. Demonstrate a solid understanding of key persuasion theories and cognitive processing models 2. Articulate how advertising uses these fundamental theories and models to maximize persuasion 3. Analyze the power and influence of advertising and explain how it can positively and negatively impact an audience	I	I		I		I + D
ADVT201	1. Demonstrate a solid understanding of the history of the founders of strategic planning 2. Articulate the various internal agency roles and how they work together to build creative campaigns 3. Explain the role of strategy and a strategic planner 4. Work collaboratively in a team to conduct ethically responsible target, brand and product research 5. Productively contribute to the processes involved in designing and presenting a campaign strategy		D	I + D	I	I	I + D
ADVT202	1. Explain the function of and roles within the creative division of an agency and how these players work together 2. Show familiarity with and be able to discuss the creative philosophies and the work of legendary advertising creatives as well as contemporary industry leaders 3. Effectively apply creative development concepts, techniques and tools 4. Use framework to critically assess their own creative work and the work of others 5. Understand and constructively contribute to the creative process required to 'pitch' a creative advertising campaign 6. Persuasively and creatively present a creative advertising campaign 'pitch' presentation and document in response to a creative brief	D	D	I + D	D	I + D	I + D
ADVT203	1. Explain the different roles in a Research Agency, who conducts and uses research in an Advertising agency and the purposes of research in advertising 2. Explain why ethical advertising research is important and how to ensure research is conducted ethically 3. Identify what makes a research questions strong and be able to write research questions themselves 4. Explain a variety of methods and explain why one approach is better than another for answering particular types research question 5. Create both a basic quantitative and qualitative research design to answer an advertising related research question	D	D	I	I		D
ADVT301	1. Explain the advantages and disadvantages of different social media channels 2. Listen and monitor for conversation and brand mentions and conversations online 3. Write a basic social media strategy and place ads on a selection of social networks 4. Create appropriate content for a variety of different social media channels 5. Function as an effective, contributing team member on the design and presentation of a social media marketing plan that builds trust and credibility within a community	I	I + D	I + D	I	D	D
ADVT302	1. Strategically evaluate problems and find new ways to define them 2. Define key stages of the innovation process and barriers to innovation 3. Distill actionable insight from everyday observations 4. Understand how quickly developed solutions can be tested and learned from for better outcomes	D	D	I	D	D	
ADVT303	1. Describe the various roles inside a media agency and explain how they work together 2. Explain how and why media agencies, creative agencies and clients best work together 3. Explain why different media are used and how/when they work best together 4. Analyze media strategies and media plans, explaining how they maximize advertising impact and exposure for a campaign and making recommendations for how they can be improved	D	D	I + D	D	D	D
ADVT320	1. Create and adapt messages across multiple mediums (i.e. radio script, mobile and billboard) 2. Discern how tone of voice can affect the perception of a brand 3. Explain how different approaches to language can have different effects on an audience and write with an awareness of a specific audience 4. Edit their work to make messages articulate and more succinct	D	D	I	D		D
ADVT321	1. Understand how clear visual communication can maximize the effectiveness of an execution 2. Use elements such as typography, photography, illustration, color and composition to establish different tones 3. Give and receive critical feedback and incorporate it into revising their work 4. Critically assess examples of visual communication for clarity and composition	D	I + D	I			D
ADVT390	Course Learning Outcomes and contribution to the Program Learning Goals and related Outcomes will vary depending on the Special Topics in Advertising course on offer but will focus on introducing an Developing						
ADVT391	Course Learning Outcomes and contribution to the Program Learning Goals and related Outcomes will vary depending on the Special Topics in Creative Advertising course on offer but will focus on introducing an Developing						
ADVT392	Course Learning Outcomes and contribution to the Program Learning Goals and related Outcomes will vary depending on the Special Topics in Advertising Research course on offer but will focus on introducing an Developing						
ADVT400 (Spring 2018 ADVT390 (S6))	1. Employ strategic approaches for finding internship and job opportunities and targeting appropriate roles/companies 2. Produce unique, targeted hard-copy resumes and portfolios that best showcase existing work 3. Produce unique, customized targeted cover letters and leave-behind collateral 4. Develop an appropriate online presence and communicate their 'Unique Selling Proposition' (USP) into a 1-minute pitch 5. Present themselves effectively in networking, one-on-one and group interpersonal opportunities	D	D	D	I + D		D
ADVT401	1. Demonstrate to potential employers they have practical industry experience (or in-depth knowledge of a particular industry/organization) 2. Produce a unique, branded, targeted resume or portfolio 3. Produce a unique, branded, targeted cover letter and leave-behind and thank you letter 4. Develop an appropriate online presence and communicate a 'Unique Selling Proposition' 5. Present effectively in one-on-one and group opportunities	M	M	M	D	M	M
ADVT402	1. Prove to potential employers they have practical industry experience (or advanced in-depth knowledge of a particular role within a specific agency/organization) 2. Summarize and share what they have learned from their internship experience (or in-depth knowledge about a particular role within a specific organization) to the Advertising Majors at an end of year event 3. Deliver engaging, polished, and professional presentations about their internship experiences 4. Add new professional connections to their growing industry network	M	M	M	D		M
ADVT411	1. Interrogate a client brief to determine what research is required and lead basic primary and secondary qualitative and quantitative target audience and brand research in order to compile a strategic brief 2. Develop and execute a group project plan 3. Work constructively within a team and negotiate group challenges 4. Accept and integrate feedback into their strategic planning 5. Translate strategy into a competitive stand-alone document and 'pitch' presentation	M	M	D + M	M	M	M
ADVT412	1. Work with a strategic brief to develop an ethical, 'on brief' campaign 2. Develop and execute a group project plan 3. Work constructively within a team and negotiate group challenges 4. Accept and integrate feedback into their creative conceiving and development 5. Translate campaign idea into a competitive stand-alone document and 'pitch' presentation	M	M	D + M	M	M	M
Directed Study 498	Course Learning Outcomes and contribution to the Program Learning Goals and related Outcomes will vary depending on the course on offer but will focus on Developing and Mastery						
Directed Project 490	Course Learning Outcomes and contribution to the Program Learning Goals and related Outcomes will depend on the project						

# ADVERTISING MINOR COURSE CURRICULUM MAP

Course	Course Learning Goals	PRIMARY PLOs		SECONDARY PLOs			
		1. Industry knowledge	2. Critical thinking	3. Problem solving	4. Communication	5. Social justice	6. Teamwork
Course	Course Learning Outcomes	Describe key industry players and trends and use agency tools, processes and	Independently critique advertising briefs, creative work and communication strategies	Apply academic and industry theories and tools to frame, analyse, and creatively solve real	Articulate a clear message and effectively adapt it for a specific target audience	Evaluate the contextual ethical implications of advertising, and engage in	Work collaboratively with diverse team members, recognizing and negotiating
KEY	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery	I = Introductory; D = Developing; M = Mastery
ADVT201	1. Demonstrate a solid understanding of the history of the founders of strategic planning 2. Articulate the various internal agency roles and how they work together to build creative campaigns 3. Explain the role of strategy and a strategic planner 4. Work collaboratively in a team to conduct ethically responsible target, brand and product research 5. Productively contribute to the processes involved in designing and presenting a campaign strategy	I + D		D	I + D	I	I
ADVT202	1. Explain the function of and roles within the creative division of an agency and how these players work together 2. Show familiarity with and be able to discuss the creative philosophies and the work of legendary advertising creatives as well as contemporary industry leaders 3. Effectively apply creative development concepts, techniques and tools 4. Use a framework to critically assess their own creative work and the work of others 5. Understand and constructively contribute to the creative process required to 'pitch' a creative advertising campaign 6. Persuasively and creatively present a creative advertising campaign 'pitch' presentation and document in response to a creative brief	I + D	D	D	I + D	D	I + D
ADVT203	1. Explain the different roles in a Research Agency, who conducts and uses research in an Advertising agency and the purposes of research in advertising 2. Explain why ethical advertising research is important and how to ensure research is conducted ethically 3. Identify what make a research questions strong and be able to write research questions themselves 4. Explain a variety of methods and explain why one approach is better than another for answering particular types research question 5. Create both a basic quantitative and qualitative research design to answer an advertising related research question	I	D	D	D	I	
ADVT301	1. Explain the advantages and disadvantages of different social media channels 2. Listen and monitor for conversation and brand mentions and conversations online 3. Write a basic social media strategy and place ads on a selection of social networks 4. Create appropriate content for a variety of different social media channels 5. Function as an effective, contributing team member on the design and presentation of a social media marketing plan that builds trust and credibility within a community	I + D	I	I + D	D	I	D
ADVT302	1. Strategically evaluate problems and find new ways to define them 2. Define key stages of the innovation process and barriers to innovation 3. Derive actionable insight from everyday observations 4. Understand how quickly developed solutions can be tested and learned from for better outcomes	I	D	D		D	D
ADVT303	1. Describe the various roles inside a media agency and explain how they work together 2. Explain how and why media agencies, creative agencies and clients best work together 3. Explain why different media are used and how/when they work best together 4. Analyze media strategies and media plans, explaining how they maximize advertising impact and exposure for a campaign and making recommendations for how they can be improved	I + D	D	D	D	D	D
ADVT320	1. Create and adapt messages across multiple mediums (i.e. radio script, mobile and billboard) 2. Discern how tone of voice can affect the perception of a brand 3. Explain how different approaches to language can have different effects on an audience and write with an awareness of a specific audience 4. Edit their work to make messages articulate and more succinct	I	D	D	D	D	
ADVT321	1. Understand how clear visual communication can maximize the effectiveness of an execution 2. Use elements such as typography, photography, illustration, color and composition to establish different tones 3. Give and receive critical feedback and incorporate it into revising their work 4. Critically assess examples of visual communication for clarity and composition	I	D	I + D	D		
ADVT390	Course Learning Outcomes and contribution to the Program Learning Goals and related Outcomes will vary depending on the Special Topics in Advertising course on offer but will focus on introducing an Developing For ADVT390(06) Spring 2018: 1. Employ strategic approaches for finding internship and job opportunities and targeting appropriate roles/companies 2. Produce unique, targeted hard-copy resumes and portfolios that best showcase existing work 3. Produce unique, customized targeted cover letters and leave-behind collateral 4. Develop an appropriate online presence and communicate their 'Unique Selling Proposition' (USP) into a 1-minute pitch 5. Present themselves effectively in networking, one-on-one and group interviewing opportunities	D	D	D	I + D		D
ADVT391	Course Learning Outcomes and contribution to the Program Learning Goals and related Outcomes will vary depending on the Special Topics in Creative Advertising course on offer but will focus on introducing an Developing						
ADVT392	Course Learning Outcomes and contribution to the Program Learning Goals and related Outcomes will vary depending on the Special Topics in Advertising Research course on offer but will focus on introducing an Developing						

## II. MISSION STATEMENT & PROGRAM LEARNING OUTCOMES

1. No changes were made to the program mission statement since the last assessment cycle. The mission statement thus remained the same for both the major and minor.

### Major and minor mission statement:

*Stand out amongst our peers as an Advertising program that instills a strong sense of social justice and responsibility in our students while equipping them with the theory, tools and experiences necessary to build rewarding futures.*

2. No changes were made to the program learning outcomes (PLOs) since the last assessment cycle, and thus remained the same for both the major and minor.

### Major PLOs:

Program Learning Goals	1. Critical thinking	2. Problem analysis & problem solving	3. Industry knowledge	4. Social justice	5. Teamwork	6. Communication
PLOs	Independently critique advertising briefs, creative work and communication strategies	Apply academic and industry theories and tools to frame, analyze, and creatively solve real-world problems	Describe key industry players and trends and use agency tools, processes and protocols	Evaluate the contextual ethical implications of advertising, and engage in advertising practices that are professional, socially responsible and in the mutual interests of organizations and communities	Work collaboratively with diverse team members, recognizing and negotiating individual differences and strengths, to solve problems and deliver solutions	Articulate a clear message and effectively adapt it for a specific target audience

### Minor PLOs:

	PRIMARY PLOs			SECONDARY PLOs		
Program Learning Goals	1. Industry knowledge	2. Critical thinking	3. Problem solving	4. Communication	5. Social justice	6. Teamwork
PLOs	Describe key industry players and trends and use agency tools, processes and protocols	Independently critique advertising briefs, creative work and communication strategies	Apply academic and industry theories and tools to frame, analyze, and creatively solve real-world problems	Articulate a clear message and effectively adapt it for a specific target audience	Evaluate the contextual ethical implications of advertising, and engage in advertising practices that are professional, socially responsible and in the mutual interests of organizations and communities	Work collaboratively with diverse team members, recognizing and negotiating individual differences and strengths, to solve problems and deliver solutions



3. The particular PLO assessed for academic year 2023-2024:

### PROBLEM SOLVING – DEVELOPING

PLO descriptor: Apply academic industry theories and tools to frame, analyze, and creative solve real-world problems.

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## III. METHODOLOGY

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ADVT 302 Innovation in Advertising course description:

“The boundaries that once defined advertising and communication have shifted radically due to rapid changes in the technological and cultural landscapes. This course will challenge the common perception of what an “ad” can be and explore unique approaches to advertising, marketing and communications that incorporate disruptive thinking in areas as diverse as consumer experience, product development, technology and culture.”

Assessment 4 is the annual “Individual Shark-tank Style Ad Pitch”, where students “develop an idea for an ad concept that you will pitch to the class as an individual in a Shark-tank style format.” The relevant course learning outcome: “Present a variety of creative and innovative work for use in a portfolio.”

The official brief, that follows, directly speaks to the student solving a problem (or creative problem solving) by means of not only developing an original and innovative ad for a product, and in most instances, students pitch original products and services they see could solve a real-world problem. This pitch process exactly mimics how students would solve advertising challenges in the real world and to pitch their solution, i.e., an innovative advertising campaign.

#### “Individual Ad Pitch (15% of annual grade)”

You are a designer, copywriter, strategist or entrepreneur and need to pitch an idea or concept for an ad or campaign to a new client. Develop your idea and pitch it to the class in a **10-minute presentation**. This assignment is designed to help you show all of who you are to a potential employer/client in a way that makes you stand out above the rest so that you will be hired or obtain the advertising contract.

Pretend you are pitching to a panel of judges like on [Shark Tank](#).

Except that instead of pitching a product, you are pitching an ad for a product. The product may be anything you choose; however, you must pitch a very **innovative ad solution** and tell us why you believe it is **innovative**.

You will be presenting to the class in class.

Shark Tank example:

<https://www.youtube.com/watch?v=WpPhs7OipzQ>

## IV. RESULTS & FINDINGS

### Results:

#### Majors

Student 1	78	C+
Student 2	75	C
Student 3	84	B
Student 4	65	D
Student 5	85	B
Student 6	94	A
Student 7	95	A
Student 8	95	A
Student 9	91	A-
Student 10	92	A-
Student 11	93	A

Av                      **86**

#### Minors

Student 1	90	A-
Student 2	95	A
Student 3	96	A

Av                      **94**

Class av	<b>88</b>	B+
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Only one professor teaches the class, and does all the grading.

### Majors results

The Majors in the class had an average of 86%. The distribution is as follows:

<b>Showed <i>introductory</i> level competence in communication A+ &amp; A</b>	<b>Showed <i>introductory</i> level competence in communication in most parts A-, B+, B &amp; B-</b>	<b>Showed <i>introductory</i> level competence in communication in some parts C+, C, C-, D+</b>	<b>Did not show <i>introductory</i> level competence in communication D, D- and F</b>
4 (out of 11 = 36%)	4 (out of 11 = 36%)	2 (out of 11 = 18%)	1 (out of 11 = 10%)

### Findings:

This data indicates that 72% of Advertising majors showed competence or competence in most parts, 18% showed competence in some parts, and 10% did not show enough competence.

### Minors results

The Minors in the class had an average of 94%. The distribution is as follows:

<b>Showed <i>introductory</i> level competence in communication A+ &amp; A</b>	<b>Showed <i>introductory</i> level competence in communication in most parts A-, B+, B &amp; B-</b>	<b>Showed <i>introductory</i> level competence in communication in some parts C+, C, C-, D+</b>	<b>Did not show <i>introductory</i> level competence in communication D, D- and F</b>
2 (out of 3 = 67%)	1 (out of 3 = 33%)	0	0

### Findings:

This data indicates that 100% of Advertising minors showed competence or competence in most parts.

### Overall results

The class (in totality) had an acceptable B+ average of 88%. The distribution is as follows:

<b>Showed <i>introductory</i> level competence in communication overall A+ &amp; A</b>	<b>Showed <i>introductory</i> level competence in communication in most parts A-, B+, B &amp; B-</b>	<b>Showed <i>introductory</i> level competence in communication in some parts C+, C, C-, D+</b>	<b>Did not show <i>introductory</i> level competence in communication D, D- and F</b>
6 (out of 14 = 43%)	5 (out of 14 = 36%)	2 (out of 14 = 14%)	1 (out of 14 = 7%)

### Findings:

This data indicates that 79% of Advertising showed competence or competence in most parts, 14% showing competence in some parts, and 7% a lack of competence.

## V. CLOSING THE LOOP

Based on the results, no changes or modifications are needed to achieve the desired level of competence in the assessed outcome of Problem Solving: Developing, for majors and minors. The professor is a highly acclaimed industry professional, as much as an adjunct professor in USF's Advertising Program for over 10 years, and the assessment is spot on for assessing how problems can be solved in industry by means of innovative advertising.