

Advertising
Major
Social Sciences
Kathryn Charlton
Program Director
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n/a

Uploaded files:

USF 2018 ASSESSMENT Major CCM and CLOs.pdf

USF 2018 ASSESSMENT Major ILOs vs PLOs.pdf

USF 2018 ASSESSMENT grading matrix.pdf

USF 2018 ASSESSMENT major grades.pdf

Redesigned program 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.

Redesign program learning outcomes

- 1. Critical thinking: Independently critique advertising briefs, creative work and/or communication strategies*
- 2. Problem solving: Apply academic and industry theories and tools to frame, analyse, and creatively solve real-world problems*
- 3. Industry knowledge: Describe key industry players and trends and use agency tools, processes and protocols*
- 4. Social justice: 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*
- 5. Teamwork: Work collaboratively with diverse team members, recognizing and negotiating individual differences and strengths, to solve problems and deliver solutions*
- 6. Communication: Articulate a clear message and effectively adapt it for a specific target audience*

Redesigned PLO assessed:

Industry knowledge: Describe key industry players and trends and use agency tools, processes and protocols

Research project reports

Description:

The Social Media Audit part of the courses third Assignment was used to evaluate Industry Knowledge.

The Social Media Audit was an individual report each student submitted.

Each student was assigned a social media profile and was asked to critically analyse it based on industry hiring/social media profile perception trends presented and discussed in class.

In terms of assessing 'Industry Knowledge', 4 of the assignments total 6 points were assigned based on their ability to demonstrate their knowledge and application of Industry social media analysis hiring tools and assessment trends. The 2 remaining points were determined by how they communicated this information.

Students were evaluated on how thorough their audit was (the type of social media evaluated and if they corresponded with current industry trends) and the depth of their search (based on the trending criteria used by industry hiring managers).

Measurement tool:

Rubric that determined assessment score

File to upload:

USF 2018 ASSESSMENT grading matrix.pdf

USF 2018 ASSESSMENT major grades.pdf

Evaluated by:

FT fac who was instructor

Using the same rubric across all assessments

Results

Class average of student doing the ADVT major was 89.91% - after assignments that were not turned in were removed from assignment grades.

Students performed very well on this assignment. Their average score confirmed they understood and were able to apply industry knowledge, specifically tools and trends they had learned about in the class, clearly demonstrating a strong DEVELOP level of the Industry Knowledge PLO.

Curriculum changes

This is the last term the existing program will be on offer. This fall the redesigned Major program/curriculum will be launched.

Advertising
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Uploaded files:

USF 2018 ASSESSMENT Minor CCM and CLOs.pdf

USF 2018 ASSESSMENT Minor ILOs vs PLOs.pdf

USF 2018 ASSESSMENT grading matrix.pdf

USF 2018 ASSESSMENT minor grades.pdf

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.

Program learning outcomes

Primary:

- 1. Critical thinking: Independently critique advertising briefs, creative work and/or communication strategies*
- 2. Industry knowledge: Describe key industry players and trends and use agency tools, processes and protocols*

Secondary

- 3. Problem solving: Apply academic and industry theories and tools to frame, analyse, and creatively solve real-world problems .*
- 4. Social justice: 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*
- 5. Teamwork: Work collaboratively with diverse team members, recognizing and negotiating individual differences and strengths, to solve problems and deliver solutions*
- 6. Communication: Articulate a clear message and effectively adapt it for a specific target audience*

PLO assessed:

Industry knowledge: Describe key industry players and trends and use agency tools, processes and protocols

Research project reports

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Measurement tool:

Rubric that determined assessment score

File to upload:

USF 2018 ASSESSMENT grading matrix.pdf

USF 2018 ASSESSMENT minor grades.pdf

Evaluated by:

FT fac who was instructor

Using the same rubric across all assessments

Results

Class average amongst ADVT Minors was 91.70% - after assignments that were not turned in were removed from assignment grades.

ADVT minor students performed very well on this assignment. Their average score confirmed they understood and were able to apply industry knowledge, specifically tools and trends they had learned about in the class, clearly demonstrating a strong DEVELOP level of the Industry Knowledge PLO.

Curriculum changes

This is the last term the existing program will be on offer. This fall the redesigned Minor program/curriculum will be launched and this course will no longer be a part of the Minor.