

SLO-AAP|New for request 12766

Info

Request: New Assessment Plan for Revised Curriculum for B.S. in Advertising

Description of request: New Assessment Plan for Revised Curriculum for B.S. in Advertising

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Responses

Name of Major

Response:
Advertising

College

Response:
Journalism and Communications

Effective Term

Enter the term of implementation (semester and year).

Response:
Spring

Effective Year

Response:
2019

Request Type

Select the type of request.

Response:
New Undergraduate Academic Assessment Plan

Compliance Assist

Response:
The AAP has been submitted into Compliance Assist.

New SLO or SLOs

Response:

Student Learning Outcomes (SLOs)

Content Knowledge

SLO 1: Students correctly identify information and trends related to the history and roles of professionals and institutions in shaping strategic communications.

Critical Thinking

SLO 2: Students formulate accurate audience insights from research and consumer information.

SLO 3: Students correctly analyze strategic communication from case studies in branding.

Communication

SLO 4: Students work effectively in teams to solve strategic communication problems.

SLO 5: Students orally present ideas and recommendations clearly and effectively.

Program Type

Response:

Undergraduate

Indicate the areas of the SLOs (undergraduate)

Response:

Content, Critical Thinking, Communication

Indicate the areas of the SLOs (graduate and professional)

Response:

N/A request is Undergraduate

What types of assessments will be used?

Response:

Other, Standardized Exam

Describe other type of assessment:

Response:

Peer and instructor rubrics for teamwork.

Instructor or supervisor rubrics for oral presentation.

(See submitted assessment plan.)

What assessment methods will be used?

Response:

Rubric, Other

Describe other type of assessment:

Response:
Online exam.
Peer evaluations.
(See submitted assessment plan.)

Who applies the method?

Response:
Faculty Committee

Academic Learning Compact Statement

Please enter the the text as it is to appear in the catalog. For examples of how to phrase the statement, please see the undergraduate catalog.

Response:
The advertising curriculum is designed to provide a foundation for problem-solving, strategic thinking, and persuasion techniques that drive audience-centered marketplace communications. Skills attained can be applied to the advertising industry, to entrepreneurship, and to health marketing, among others. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces.

Students choose one of two specializations:

1. Advertising Agency Track. The Advertising Agency Track emphasizes skills that are necessary for entry-level positions in an advertising agency and is designed to provide a foundation for advancement to positions of leadership in these organizations. This track introduces students to the concepts and skills needed to prepare for careers in account management, account planning, media planning, research, art direction and copywriting.
2. Persuasive Messaging Track. The Persuasive Messaging Track focuses on the skill set required to engage media audiences through the use of strategic, persuasive communications. The track emphasizes the concepts and application of audience and media analytics, advertising sales, brand storytelling, and message persuasion. The track prepares students for careers in a broad array of industries and organizations.

ALC Graduation Requirement Statement

Response:
Before Graduating Students Must

-Pass Advertising Campaigns (ADV 4800) or one of the designated Immersion-Option courses with a C or better.

-Pass a program-level assessment exam administered in ADV 4800 or one of the immersion-option courses with a passing score of 60% or better.

Complete requirements for the baccalaureate degree, as determined by faculty.

ALC Standard Learning Outcomes

Please list the Standard Learning Outcomes for the program.

Response:

Student Learning Outcomes (SLOs)

Content Knowledge

SLO 1: Students correctly identify information and trends related to the history and roles of professionals and institutions in shaping strategic communications.

Critical Thinking

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Communication

SLO 4: Students work effectively in teams to solve strategic communication problems.

SLO 5: Students orally present ideas and recommendations clearly and effectively.

ALC Types of Assessment

Lists the types of assignments or exercises that will be used to assess learning outcomes.

Response:

Program-level assessment exam (SLOs 1-3)

Rubrics assessing student performance (SLOs 4-5)