

Department of Advertising and Public Relations Annual Assessment Plan

The Department of Advertising and Public Relations annually assesses its undergraduate degrees (B.A. in Advertising, B.A. in Public Relations) and its M.A. in Advertising and Public Relations. The undergraduate and graduate assessment plans consist of a direct measure and an indirect measure of student success. Both the residential and distance learning options for each degree are assessed at each level.

Undergraduate Assessment

Direct Measure: Campaign Planbook Evaluation

The department decided that it will assess the AECJMC core competencies that directly apply to its capstone course (campaigns) every year by critiquing the final planbooks. These are competencies 4 (visual communication), 5 (writing), 6 (ethics), 7 (insights), 8 (statistical reasoning), and 9 (editing/critiquing). A 12-item rubric evaluating these six competencies was designed by the assessment coordinator. The rubric is based on a 7-point scale from 0-6. A score of 3.5 or above demonstrates satisfactory mastery of the corresponding competency. Four outside evaluators (two academic and two industry) quantitatively critique the planbooks.

Indirect Measure: Student Exit Survey

Beginning the 2022-23 academic year, a student exit survey will be distributed to students every semester to complete the semester they plan to graduate. The exit survey will be available one month for Fall graduates beginning November 1, Spring graduates beginning April 1, and Summer graduates beginning July 1. Along with demographic questions, the survey consists of the following:

- A 10-item scale assessing program success in fulfilling student understanding of the topics covered in the ACEJMC competencies (5-point Likert scale; (1) – strongly disagree; (5) – strongly agree)
- A 10-item scale assessing student satisfaction in their knowledge of the topics covered in the AECJMC competencies (5-point multiple choice; (1) – dissatisfied; (5) satisfied)
- Three open-ended questions
 - o What do you think this program most prepared you for as you enter the job market?
 - o What do you wish this program did a better job of preparing you for as you enter the job market?
 - o What classes do you think best prepared you for a career in advertising, public relations or a related field?

Graduate Assessment

Direct Measure: Comprehensive Exam Evaluation

The program objectives for the MA program are assessed each year using student comprehensive exams. A 10-item rubric evaluating the five program objectives was designed by the assessment coordinator. The rubric is based on a 7-point scale from 0-6. A score of 3.5 or above demonstrates satisfactory mastery of the corresponding program objective. Four outside evaluators (two academic and two industry) quantitatively critiqued the exams.

Indirect Measure: Student Exit Survey

Beginning the 2022-23 academic year, a student exit survey will be distributed to students every semester to complete the semester they plan to graduate. The exit survey will be available one month for Fall graduates beginning November 1, and Spring graduates beginning April 1. Along with demographic questions, the survey consists of the following:

- A five-item scale assessing program success in fulfilling student understanding of the topics covered in the MA program objectives (5-point Likert scale; (1) – strongly disagree; (5) – strongly agree)
- A five-item scale assessing student satisfaction in their knowledge of the topics covered in the MA program objectives (5-point multiple choice; (1) – dissatisfied; (5) satisfied)
- Three open-ended questions
 - o What do you think this program most prepared you for as you pursue your post-graduate goals?
 - o What do you wish this program did a better job of preparing you for as you pursue your post-graduate goals?
 - o What classes do you think best prepared you to pursue your post-graduate goals in advertising, public relations or a related field?

Faculty Distribution and Implementation of Changes

The annual assessment results are presented to the faculty at the start of the subsequent academic year (for example, results from assessment for the 2022-23 academic year will be presented to faculty at the beginning of the 2023-24 academic year). Faculty will be allowed to ask questions and provide suggestions for improvement to our curricula based on the results of the assessment prior to the October 15 university submission deadline. Changes to the curriculum based on the faculty feedback will be scheduled to take effect at most two (2) years after the assessment cycle.