

UCF Assessment

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Assessment Archives

Plan Year: 2014-2015 ▼

Program/Unit: Advertising/Public Relations - B.A. ▼

Program/Unit: Advertising/Public Relations - B.A. DRC Chair: Elizabeth Grauerholz

Year: 2014-2015 DRC: College of Sciences

Due Date: 09/23/2015 Coordinator(s): Kim Tuorto, Boyd Lindsley, Joan McCain

Mission:

The mission of the Advertising-Public Relations program is to prepare students for careers in the widely diverse fields of advertising and public relations by educating students in the fundamental concepts, strategies, and techniques of strategic communication that facilitate organizational and societal outcomes. Our stakeholders are our students, the professional community that hire our graduates, and our alumni.

Assessment Process:

Our assessment strategies are designed to measure student understanding and mastery of the values and competencies outlined by our discipline's leading accrediting body: the Association of Educators in Journalism and Mass Communication (AEJMC). The plan includes direct and indirect measures for mastery of skills, understanding of concepts, creative ability, and effective teamwork practices. The direct measures are accomplished by faculty implementation of pre- and post-test in lecture classes (Dr. Timothy Coombs, Dr. Sherry Holladay, Ms. Lindsay Hudock, Ms. Joan McCain) ADV 3008, PUR 4000, MMC 3420, and PUR 3210; faculty observation of student performance (Dr. Denise DeLorme, Ms. Joan McCain, Dr. Melissa Dodd, Ms. Lindsay Hudock) in ADV 4101, MMC 4411, and PUR 4801; and completion of rubrics in skills courses, (Ms. Joan McCain, Ms. Lindsay Hudock, Dr. Melissa Dodd, Dr. Denise DeLorme) in ADV 4101, MMC 3630, MMC 4411, and PUR 3100; professional panels evaluating student portfolios (alumni and members of the major's advisory board); as well as industry professionals completing assessment forms for the interns they supervise in a semester (a key stakeholder group). Surveys completed by students completing internship also contribute to indirect measures (another key stakeholder).

Outcome: 1

Students will exhibit the ability to present proposals, plans and strategies in settings appropriate to their career paths.

Measure: 1.1

Students will be able to present proposals, plans, and strategies in ADV 4101, PUR 3100, and MMC 4411. Student work will be evaluated by faculty observation and 70% will score a 3.0 or higher on a 5-point scale.

Measure: 1.2

Students will be able to present proposals, plans and strategies based on assigned projects in ADV 4101 and MMC 4411. 75% of campaign books, reports, or projects from each class will receive a 4.0 rating or higher after review by a panel of industry professionals who will complete rubrics on a 5-point scale.

Outcome: 2

Students will demonstrate the ability to work in teams.

Measure: 2.1

Students will perform satisfactorily in team projects. 70% of students will receive 7 points out of 10 on peer evaluation forms completed by team members.

Measure: 2.2

Students will demonstrate effective teamwork behavior. Students in internships (ADV 4941 and PUR 4941) will be evaluated for teamwork by their internship supervisors using a 4-point scale of Outstanding, Very Good, Needs Improvement, Unsatisfactory. 75% will receive Very Good or Outstanding.

Outcome: 3

Students will demonstrate an understanding of quantitative and qualitative research methods and basic statistical analysis.

Measure: 3.1

Students will demonstrate the ability to use appropriate research methodology in course work. A representative sample of campaign projects from ADV 4101 and final project books from MMC 4411 will be reviewed by an industry panel for effective use of qualitative research. 70% of students will score a 3.0 on a 5-point scale or higher.

Measure: 3.2

80% of students in MMC 3420 (Mass Media Research Methods) will demonstrate a knowledge of sound research methodology. Students will fill out pre-test surveys with one question on research terminology, processes, or functions that will be explained and demonstrated later in the term, and post-test will be conducted to test their understanding and awareness level of same.

Outcome: 4

Students will demonstrate the ability to use journalistic style (AP Style) to write material for mass media.

Measure: 4.1

90% of students in PUR 3100 (Writing for PR) will demonstrate a proficiency in AP Style rules. A scored pre-test of AP Style rules and guidelines that will be covered in the course will be administered early in the term. A scored post-test on the same AP Style rules and guidelines will be given at the end of the term. 90% of the students will score a C average or better, and will be 50% better than pre-test results.

Measure: 4.2

Students will be able to write in a concise, journalistic style. A panel of professionals will review final portfolios from PUR 3100 and review for journalistic style, rating the work on a 5-point scale. 70% of students will score a 3.0 or higher.

Outcome: 5

Students will demonstrate an understanding of the principles, tactics, and how the emerging trend of social media fits into communication strategy.

Measure: 5.1

Students will understand all principles and strengths of various social media tools. A pre-test and post-test will be conducted in the majors-only section of MMC 3630: Social Media as Mass Communication. 75% of students will correctly identify the principles and strengths on post-test.

Measure: 5.2

Students will demonstrate an appropriate use of social media tools in plans and projects in MMC 3630: Social Media as Mass Communication; ADV 4101: Advertising Copywriting, MMC 4411: Ad/PR Campaigns. A review of portfolios of class projects will be reviewed by local professionals who will complete rubrics. 70% of students will earn a 3.0 or higher on a 5.0 scale.

Outcome: 6

Students will demonstrate proficiency in performance of core skills performed in their internships. Assessment related to student performance of core skills will be completed by professionals who supervise student interns.

Measure: 6.1

Students will show proficiency in performance of core skills performed in their internship when 70% or more score Outstanding or Very Good. Assessments relating to student performance of core skills will be completed by professionals who supervise interns.

Measure: 6.2

Students will have gained experience in the major and profession's core skills or research, writing, planning, and team work while interning. Students will complete a survey at the completion of their internship experience, and 90% or more will indicate the experience was valuable to their education and professional development.

Outcome: 7

Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communication.

Measure: 7.1

Students in PUR 4801 (PR Case Studies) will demonstrate in presentations an understanding of the individuals and institutions who have had successes and failures in communication programs. A rubric with a 5-point scale will be completed by the instructor. 70% of students will score a 3.0 or higher.

Measure: 7.2

75% of students in ADV 3008 (Principles of Advertising) and PUR 4000 (Introduction to Public Relations) will be able to identify key individuals and institutions relevant to each field. A pre-test with multiple choice answers on institutions and individuals that will be covered in the course will be given. On Test 1, the same, or very similar questions, will be asked as a post-test. 75% of students will answer the questions correctly.

Outcome: 8

Students will demonstrate strategic application of research and creative skills that are tied to message points in projects.

Measure: 8.1

70% of students in ADV 4101 (Advertising Copywriting) and MMC 4411 (Ad/PR Campaigns) will strategically apply research and creative skills for message development in course projects. Faculty observation in both courses will be used to complete rubrics.

Measure: 8.2

70% of students in ADV 4101 (Advertising Copywriting) and MMC 4411 (Ad/PR Campaigns) will demonstrate strategic application of research and creative skills that are tied to message points in class projects. A panel of professionals will review a representative sample of projects from each class and fill out rubrics. Rubrics will be developed (revised and enhanced from existing--and admittedly weak--rubrics) before the academic year begins and attached on next year's assessment. 80% of students will score a 4.0 or higher on a 5-point scale.

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