

From Broad Vision to Concrete Catalog Language

*How the Department of Advertising Applied Assessment Data to
Create Substantive Program Change*



College of Journalism
and Communications
UNIVERSITY of FLORIDA

It started years ago (2015)...

UF College of Journalism and Communications

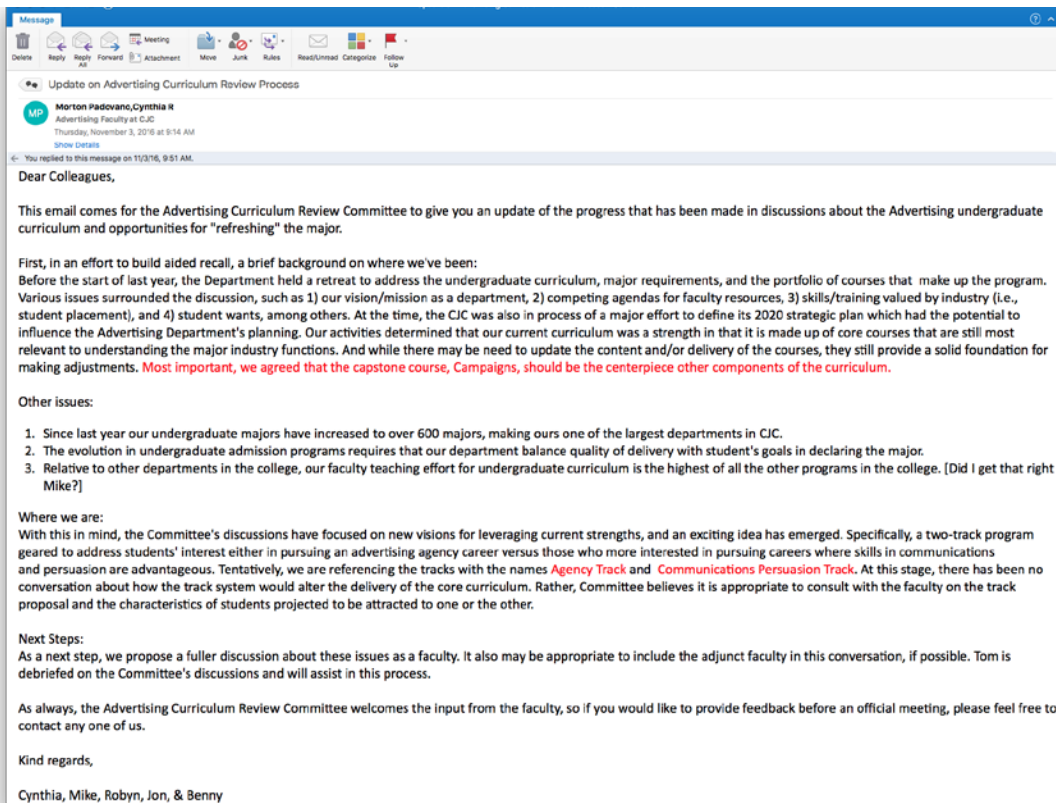
Department of Advertising Faculty Retreat August 17, 2015



Purpose: *To engage the Advertising faculty in a half-day session to cultivate shared conversations around strategic direction and curriculum revision for their undergraduate program.*

Outcome: *Common purpose and vision, and values to use as a framework for setting the structure needed for curriculum revisions for the undergraduate courses, including coordinators for course changes.*

And continued (2016)...

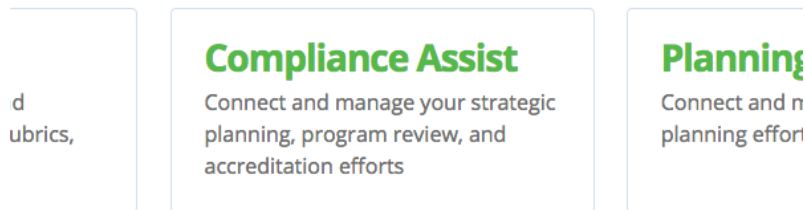


- “refreshing the major...
- with new visions for leveraging current strengths...
- specifically a two-track program”

Meanwhile, in *Compliance Assist*...



- Regular cycle of data collection, analysis, faculty discussion, and program response



Sticking to the “Plan”

Undergraduate Academic Assessment Plan

Department of
Advertising
College of Journalism
and Communications
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Content (Understand)

- SLO1: Describe the role of advertising in a free market system.
- SLO2: Recognize and discuss the legal and social responsibilities of advertising.

Critical Thinking (Analyze)

- SLO3: Identify and compare media, research and consumer information and critically analyze their implications for advertising.
- SLO4: Compare and recommend media to best reach a target audience.

Communication (Create)

- SLO5: Develop an advertising/marketing communications plan.
- SLO6: Conceptualize and create persuasive messages for a variety of media.
- SLO7: Work cooperatively and efficiently in a team environment.
- SLO8: Give professional and informative oral presentations of advertising recommendations.

Assessment data as catalyst

SLO 3

Identify and compare research and consumer information.

Overall Summary:

29 out of 94 or 31% of students who completed the instrument met or exceeded expectations.

Method:

- Multiple-choice instrument administered in three sections of ADV 4800, Advertising Campaigns, which is the required capstone course for all Advertising majors.
- SLO 3 is measured with questions 16-20 on reading and interpreting percentages and indices presented on the examination.
 - 0 or 1 correct responses out of 5 is below expectations
 - 2 or 3 correct responses out of 5 are near to the expectations
 - 4 correct responses out of 5 meets expectations
 - 5 correct responses out of 5 exceeds expectations

Summary:

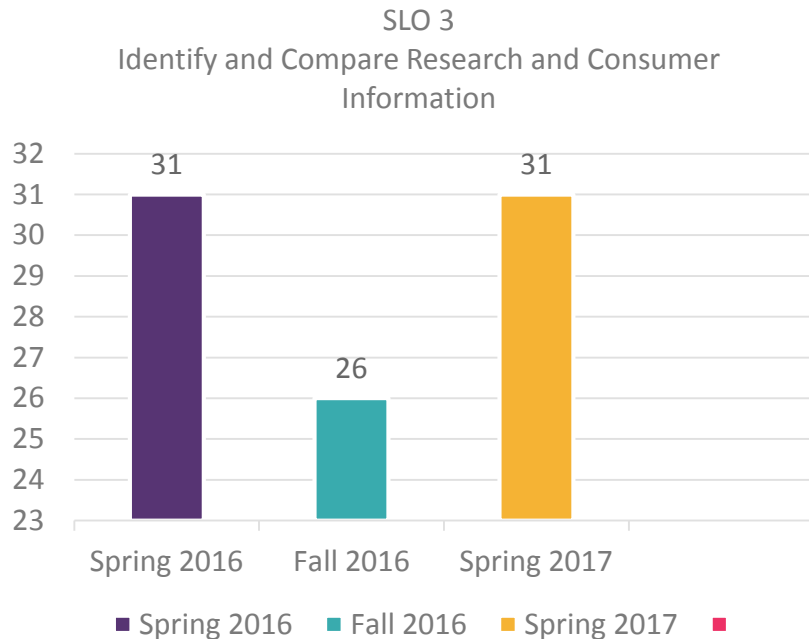
- In Spring 2016, 31% of the students who completed the instrument met or exceeded expectations.
- In Fall 2016, 26% of the students who completed the instrument met or exceeded expectations.
- In Spring 2017, 31% of the students who completed the instrument met or exceeded expectations.

Two years later (2017)...



- Retreat to bring it all together
 - new and revised courses
 - improved curricular flow
 - better use of resources
 - (eventually, better plan for assessment)

ADV 3500, Digital Insights



- What's wrong?
- How to improve?
- Course assessment
- Course content
- Departmental vision for new curriculum

ADV 3500, Digital Insights

- ADV 3500 Advertising Research
- The acquisition, evaluation and analysis of information for advertising decisions. Emphasis on understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies and analyzing data.
- ADV 3500 Digital Insights
- The acquisition, evaluation, analysis, and **interpretation** of data for **communication and persuasion decisions** in different social and cultural contexts. Emphasis on understanding of the **ecology of the digital world and culturally diverse society**, learning **analytic tools** and research methods, interpreting and communicating analytics results, and generating **insights** for strategic recommendations.

ADV 3001, Advertising Strategy

- Rethinking ADV 3001
 - problem-solving, strategic thinking, and persuasion techniques
 - revised to emphasize case studies & projects to engage audiences in diverse marketplaces

Hallmark Cards

Kansas City, Missouri-based Hallmark Cards, Inc. is known throughout the world for its greeting cards and related personal expression products. The company's Hallmark Entertainment, Inc. subsidiary is the world's leading producer and distributor of movies and television made-for-television, and its Hanes & Smith subsidiary, maker of Capriotti's, operates and markets in the leading producer of art materials for children and students. With the help of its 16,000 employees, the company publishes products in more than 30 languages and distributes them in more than 100 countries through a multi-national strategy.

Hallmark is synonymous with the joy of people giving and receiving. Founded in 1910, Hallmark is the world's leading maker of greeting cards and gifts. Hallmark is expanding its reach from traditional paper-based products sold through retail stores to innovative digital products like e-cards, customized print-at-home products, and other innovative consumer products. As a company that has helped people celebrate life events, commemorate important occasions, and express their most intimate feelings for over one hundred years, Hallmark Cards, Inc.—still privately owned and family-run—is an American institution.

Red Bull®
ENERGY DRINK

BACKGROUND:

In today's active world, people need help. At first, that would be the protein provided by any of the companies that sell energy drinks. Red Bull and other products are designed to help a consumer into action.

Red Bull's ingredient list begins with taurine, which occurs naturally in the human body.

Red Bull helps to regulate the nervous system that is used during conditions of high stress or physical exertion, which, in turn, helps the person recover more quickly. The combination of taurine, which also is found naturally in the human body, is added to help with detoxification processes as well as support the body in eliminating waste substances. The amount of caffeine in a serving of Red Bull is nearly double the amount present in Mountain Dew, which is preserved by nature as the highest-energy soft drink. Red Bull also contains sucralose (K), sucrose, glucose, B vitamins, and aspartame, which is well-known as the key ingredient in NutraSweet. The company's marketing materials emphasize that the formula took 5 years to develop. The 8.5-ounce can of Red Bull was first launched in Austria in the 1980s. Red Bull tastes sweet and lemony, and, as one fan put it, "like a melted lollipop." The

ADV 3001, Advertising Strategy

- The case method
 - a structured, field-tested approach to decision-making
 - a practical and useful method for addressing a variety of communications management issues

Case Method

- Step 1: Scan Your Environment
- Step 2: Define Problems/Opportunity
- Step 3: List Critical Factors
- Step 4: Formulate Alternative Courses of Action
- Step 5: Evaluate Alternatives
- Step 6: Recommend Solution

And the payoff... (2018)



**START NEW
REQUEST**

Advertising In progress

Proposed revisions to Bachelor of Science in Advertising

Info

Process name: Major Curriculum|Modify|Ugrad/Pro

Status: Pending at PV - Student Academic Support System

Submitter: [Thomas Kelleher](#)

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Discussion