

Communication Assessment Plan Spring 2018

1. Program: Advertising BA: Spring 2018

Learning Outcomes to Assess: Capstone Course: Ad Agency (54-4978)

Students should be able to:

- *Execute primary and/or secondary research, analyze that information, and use it to develop strategic communication recommendations that solve problems posed by an actual client*
- *Work collaboratively to successfully develop integrated strategic recommendations and/or creative elements (advertising, promotions, and PR) on time and on budget*
- *Present recommendations and creative executions to the client by using industry best practices (including reviewing the situation, recommending an insight-based solution, and explaining how his or her work answers the problem)*

Courses, Artifacts, and Methods:

- *Timing: May 2018, Analysis: Late Spring 2018*
- *Tool: A Performance Review will be distributed to each client to elicit feedback on overall team progress and work produced (See [this link](#) -- a new instrument Kevin Christophersen recently developed, to be tested this fall)*
- *Analysis: After the Performance Review is submitted, we will be able to understand the overall areas in which students perform effectively, and those areas in which need improvement*
- *Results: A short summary will be produced highlighting the method, analysis and next steps*

2. Program: Radio BA: Spring 2018

Learning Outcomes to Assess: WCRX Practicum (41-3300)

Students should be able to:

- *Produce a professional quality radio/audio portfolio*
- *Identify and understand the decision-making process involved with ethical dilemmas and issues*

Courses, Artifacts, and Methods:

- *Timing: in Spring 2018. Analysis: Summer 2018*
- *Assessment of Portfolio/Demos collected from the practicum class (sixteen students)*
- *The demos will be assessed by one faculty member and two members of the radio industry, according to a rubric to be devised from a combination of two tested rubrics (WCRX Audition Tape Evaluation and WCRX Practicum – Air Critique Sheet) successfully employed for previous Radio Department assessment.*