Program: Advertising  
Degree: Major  
Date Submitted: 2012

<table>
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<th>Program Learning Outcomes</th>
<th>Performance Indicators (What would you see if the student has learned?)</th>
<th>Measures (What is the measure and where, how, and when is data collected?)</th>
<th>Use of the Information (Who collects and compiles, who reviews)</th>
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| Students will be able to: | 1. Apply the principles of primary and secondary research to advertising situations  
For primary research: Research problem approached in systematic manner. Analyze research problem using data. Draw clear conclusions based on results. For secondary research: Reference multiple, credible sources. Analyze content effectively. Draw clear conclusions that relate to content. | Situation analysis, research description and references sections of campaign plan submitted in senior capstone course (ADPR 146). | Instructor assigned to course in spring semester compiles summary of data and ADPR faculty review/discuss. |
|                           | 2. Contribute to the creation of effective integrated marketing communication plan using fundamental planning components that include situation analysis, audience profile, objectives, strategies, tactics, and evaluation  
Team proved understanding of situation. Clearly identified a marketing problem, defined target through demographics, psychographics, geographic, behavior or other relevant parameters. Set clear, measurable, achievable objectives. Developed strategies to address objectives. Utilized tactics to match strategies and deliver on objectives | Campaign plan of about 30 pages + submitted for a class assigned client in senior capstone course (ADPR 146). | |
|                           | 3. Create effective ads for a targeted audience across various media.  
The ads must meet the requirements of creative brief (meets objective, relevant to target, articulates brand promise, supports the promise with clear tone) as it relates to the intended medium. | | Use creative briefs and advertisements from campaigns plans book. |