Provide an example of the program’s most interesting or important assessment finding that demonstrates the program’s success associated with a program learning outcome.

Majority of the random sample of Advertising students were assessed as either proficient or advanced in all three of the program’s learning outcomes. The department is satisfied that the program is delivering the curriculum that met the program’s learning outcomes.

Describe an assessment result that indicates an opportunity for improvement and identify the specific actions the program will take to improve student learning.

Curricular changes need to be made, and learning outcomes revised in an effort to improve advertising student’s proficiency in conceptualizing and creating effective ads across various media.