THE COURSE

Students work in teams to develop an integrated marketing communications campaign for a real client. The course requires that students apply what they have learned during their academic careers about advertising, public relations, media, research, and creative knowledge to solve the client’s communication problem.

The product is a 40-page plansbook that describes the research students conducted, the strategy that was subsequently developed, as well as creative executions. In addition, each team “pitches” its campaign in a 20-minute presentation to the client team, the college faculty, as well as other students.

THE OUTCOMES

ACE 10:
Generate a creative or scholarly product that requires broad knowledge, appropriate technical proficiency, information collection, synthesis, interpretation, presentation, and reflection.

ACEJMC Competencies:
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

THE QUESTIONS

1. To what extent do students demonstrate that they achieved the outcome?
2. How do students reflect on their learning of the outcome/competencies?

THE WORK

Direct Assessment:
- The client team and ADPR faculty evaluate the final client presentations using a rubric that assesses integrative learning.
- The client provides comprehensive, qualitative feedback on each team’s campaign after reading and analyzing the plansbook.

Indirect Assessment:
- Students rate their achievement of the learning outcomes

METHOD OF ANALYSIS

FINDINGS

Sample Student Reflections

Plansbooks

IT’S TIME TO ADDRESS THE Awkward Silence.

PRESENTATION EVALUATIONS

Client Evaluations

IMPROVING LEARNING

- Strengths: Students exhibit the ability to create cohesive campaigns; strong qualitative research skills
- Weaknesses: Students need to make their research findings more explicit and demonstrate how key insights inform their strategic decisions; need to understand the client better; need to fix typos and formatting