

Course Outcomes Guide

Course/Program Title: MGT 218 Advertising and Public Relations **Date:** Spring 2014

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Expected Learning Outcomes

1. Define terminology and explain concepts of advertising
2. Explain the social, legal, and ethical aspects of advertising
3. Demonstrate an understanding of the role of advertising in integrated marketing communications
4. Recognize the factors that influence consumer behavior
5. Recognize the advantages and disadvantages of advertising with the various forms of media
6. Demonstrate an understanding of the role of public relations in integrated marketing communications
7. Demonstrate an understanding of the role of sales promotion in integrated marketing communications

Assessment (How do or will students demonstrate achievement of each outcome?)

Students demonstrate achievement of the outcomes through a variety of activities, but data is collected from objective exams and from a creative advertising project in order to measure the learning outcomes

Validation (What methods have you used or will you use to validate your assessment?)

Exam questions are selected from a large test bank provided by the publisher. It is assumed that the publisher validates these questions and tests them for reliability. We select each question to ensure the exams are measuring what we want to assess.

Results (What do your assessment data show?)

This class was offered for the first time in many years in the Spring of 2014. Results include only 20 students, so it is difficult to draw conclusions from this. Using insight gained from the MGT 101 results, additional online resources were offered in this course. These efforts appeared to be effective since these student performed better overall at achieving course objectives. Areas that students still struggled with include some terminology and concepts (Outcome #1) and quantitative evaluation of advertising effectiveness (Outcomes #1 and #3).

Follow-up (How have you used or how will you use the data to improve student learning?)

When this course is offered again, I recommend spending additional class time on the issues mention above. If the course is offered online again, I recommend looking for additional online supplements (videos, etc.) to help students understand these concepts.

Budget Justification (What resources are necessary to improve student learning?)

None at this time.