



University of Wisconsin
Whitewater

Academic Assessment

JOURNALISM: ADVERTISING

MISSION STATEMENT

The Journalism: Advertising emphasis supports the Department's mission which is dedicated to providing instruction blending theory and practice, stressing ethical decision making, and encouraging service across campus and within the community. Specifically, this emphasis helps prepare students for employment in advertising, marketing communication, media sales and promotion, and related communication fields.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Upon completion of the Journalism: Advertising emphasis, students will be able to successfully:

- **(INQUIRY & ANALYSIS, INFORMATION LITERACY)** Demonstrate a thorough knowledge of advertising principles and practices.
- **(WRITTEN COMMUNICATION)** Produce effective written communication, with proficiency in the writing styles particular to the advertising industry.
- **(ORAL COMMUNICATION)** Communicate effectively orally, with an emphasis on presentation skills.
- **(QUANTITATIVE LITERACY)** Demonstrate competency with numerical measures used professionally, particularly in media planning and advertising research.
- **(CRITICAL THINKING)** Apply critical thinking skills that incorporate research and strategic thinking to solve problems.

- **(ETHICAL REASONING & ACTION; INTERCULTURAL KNOWLEDGE & COMPETENCE)** Understand the role that advertising plays socially, culturally, and economically and exercise personal and professional ethics that incorporate respect and integrity in business practices.
- **(PROBLEM SOLVING; SYNTHESIS & ADVANCED ACCOMPLISHMENT)** Apply advertising knowledge and competencies to new situations and problems. Utilize knowledge of the advertising business structure to produce work that would meet the needs of clients, media, and agencies.
- **(TEAMWORK)** Demonstrate the ability to work in a group setting both as a leader and team member.