

South Dakota State University

Academic Program/Co-Curricular Unit Assessment Plan

Academic Program/Unit Name	Advertising Undergraduate Major
Department/Office	School of Communication and Journalism
Department Head/Administrator	Dr. Joshua Westwick, director, and Dr. Becky Kuehl, associate director
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Date	6/13/2023

SDSU MISSION & VISION STATEMENT (IMAGINE 2023: ASPIRE. DISCOVER. ACHIEVE)

Mission Statement

South Dakota State University offers a rich academic experience in an environment of inclusion and access through inspired, student-centered education, creative activities and research, innovation and engagement that improve the quality of life in South Dakota, the region, the nation, and the world.

Vision Statement

South Dakota State University will be a premier land-grant university recognized for high value, innovation, and bold impact.

Core Values

People-Centered: We recognize leadership is derived from service to others. We are committed to creating a culture where all thrive and are supported on their own personal and professional paths toward lifelong learning, growth, and leadership.

Creativity: Creativity is our cornerstone to expand knowledge, develop human understanding, and enrich quality of life. We believe that education and research/scholarship/creative activity reinforce one another, and the best academic programs bring innovative teaching and rigorous research together.

Integrity: We act with organizational and personal integrity, through honest interactions, professionalism, transparent and accountable decision-making, and respect for others.

Diversity: We are committed to diversity of community and ideas. We believe in a supportive, inclusive, collaborative, and cohesive environment with a focus on access. We actively seek collaboration, and we respect individuals with differing perspectives, backgrounds, and areas of expertise.

Excellence: Excellence is achieved through continuous improvement, assessment, and accountability. We embrace bold action and adapt to an ever-changing environment. Individually, we are experts at what we do. Collectively, our impact is even greater.

Goals

- Achieve excellence through transformative education
- Cultivate and strengthen community engagement
- Foster innovation and increase Research, Scholarship, and Creative Activity (RSCA)
- Be a growing, high-performing and healthy university

PROGRAM/CO-CURRICULAR UNIT MISSION/VISION/GOALS STATEMENTS

School of Communication and Journalism Mission

Mission: The School of Communication and Journalism fosters the development of exemplary communicators as industry leaders, scholars, professionals, and educators through innovative curricula, research, practice, and opportunities.

Vision Statement

To become a premier center for communication excellence.

Core Values

Respect and Integrity

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity, as well as the principles and laws of freedom of speech and press;
- Practice civility, integrity, and trustworthiness.

Discovery and Innovation

- Conduct research and evaluate information by methods appropriate to the communication professions in which we work;
- Seek out and develop tools and technologies appropriate for communication professions;
- Contribute to knowledge appropriate to communication professions;
- Think critically, creatively, and independently;
- Embrace and champion endeavors that challenge boundaries, reframe definitions, and push the limits of our academic programs and disciplinary understanding;
- Encourage success in scholarship, artistic growth, and the desire for lifelong learning and creativity through reflective practice.

Intercultural Knowledge

- Cognitive, affective, and behavioral skills that support effective and appropriate interaction in a variety of cultural contexts.

Civic Engagement and Outreach

- Improve the quality of life for citizens and communities in South Dakota, the nation, and the world;
- Add to a democratic dialogue through professional, scholarly, and creative activities.

Advertising Major Outcomes

In today's evolving media landscape, advertising professionals must be more creative and strategic than ever. In this program, students develop a versatile set of skills in writing, promotion, business, marketing, graphic design and digital media. A major in advertising prepares students with effective written and visual communication, critical thinking, strategy, design, and research skills. Students gain experience working on teams to develop solutions for applied projects, clients, and competitive campaigns.

The following student learning outcomes are designed to meet the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) professional values and competencies expectations for undergraduate advertising programs. The ACEJMC assessment guideline states, "The unit provides a curriculum and instruction, whether on-site or online, that enable students to learn the knowledge, competencies and values the Council defines for preparing students to work in a diverse domestic and global society."

The ACEJMC professional values and competencies were updated for FALL 2022. According to ACEJMC, graduates of accredited programs must be aware of and be able to do the following:

SLO 1: Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located.

SLO 2: Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.

SLO 3: Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.

SLO 4: Present images and information effectively and creatively, using appropriate tools and technologies.

SLO 5: Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

SLO 6: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

SLO 7: Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

SLO 8: Effectively and correctly apply basic numerical and statistical concepts.

SLO 9: Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

SLO 10: Apply tools and technologies appropriate for the communications professions in which they work.

Cross-Cutting Skills for Advertising Major

Inquiry and Analysis: SLOs 7 and 8

Critical and Creative Thinking: SLOs 4 and 9

Ethical Reasoning: SLO 6

Intercultural Competence: SLOs 2 and 3

Information Literacy: SLOs 5 and 10

Civic Knowledge and Engagement: SLO 1

Curriculum/Experience Map (“Learning Opportunities”)

ACEJMC Competencies and Values	Introduce/Awareness	Reinforce/Understanding	Master/Application
SLO 1. Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located.	MCOM 210 Basic Media Writing	ADV 370 Advertising Principles	MCOM 430 Media Law

SLO 2. Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.	MCOM 119 First-Year Seminar in Communication and Journalism	ADV 370	ADV 476 Global and Multicultural Advertising; MCOM 416 Mass Media in Society
SLO 3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.	ADV 370; MCOM 210	ADV 371 Advertising Copy and Design	ADV 476; MCOM 416
SLO 4. Present images and information effectively and creatively, using appropriate tools and technologies.	MCOM 220 Intro to Digital Media; MCOM 270 Data Analysis in Communication	ADV 371; ADV 372 Advertising Media Strategies; MCOM 331 Video Production	ADV 442 Integrated Marketing Communication and Campaigns (NSAC); MCOM 494: Internship
SLO 5. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.	MCOM 210	ADV 371	ADV 442; MCOM 494
SLO 6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.	ADV 370; MCOM 210; MCOM 270	MCOM 430	ADV 442; ADV 476; MCOM 416
SLO 7. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.	MCOM 210; MCOM 270	ADV 370; ADV 372	ADV 442; MCOM 494
SLO 8. Effectively and correctly apply basic numerical and statistical concepts.	MCOM 270	ADV 372	ADV 442
SLO 9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.	MCOM 210; MCOM 220	ADV 371	ADV 442; MCOM 494
SLO 10. Apply tools and technologies appropriate for the communications professions in which they work.	MCOM 220; MCOM 270	ADV 371; ADV 372; MCOM 331	ADV 442; MCOM 494

Assessment Methods Description

Three methods of assessment will be used **to measure each of the ten student learning outcomes:**

Assessment Method #1: Professional Panel Assessment Overall Average (Appendix A)

Industry professionals will review capstone projects completed in ADV 442 IMC Campaigns over two academic years. This course reflects student learning throughout the program. Evaluators will assess all 10 SLOs.

Type of Assessment: Direct measure.

Timeline: Every two years; Summer of 2022, 2024, 2026, etc.

Oversight: Associate Director and Capstone Instructor

Benchmarks: 4.0 on a 5.0-point scale.

Frequency: Every other summer.

Use of Information: The direct measure is designed to ensure that the program is meeting the values and competencies required for ACEJMC program accreditation. We will identify gaps in achieving student learning outcomes and adjust curriculum accordingly during the next academic year.

Assessment Method #2: Internship Assessment (Appendix B)

Internships are required of all majors. Students can complete one or two internships for credit. Every internship is approved by the school's internship coordinator to ensure the experience is applicable to the field of study and meets our internship requirements for credit. If an internship occurs before the sophomore year or complete an internship outside of their major, students enroll in MCOM 394 for one credit. If an internship occurs during the junior or senior year, students enroll in MCOM 494 for 2-3 credits. Only students enrolled in MCOM 494 participating in an internship in their major area of study will be assessed. This assessment allows for measurement of progress toward achieving student learning outcomes.

The student's work is assessed by their supervisor twice; halfway through the internship and at the conclusion. Students also assess their internship at the conclusion of their internship. This assessment allows for measurement of progress toward achieving student learning.

Type of Assessment: Direct measure.

Timeline: Every academic year (Fall-Summer).

Oversight: Associate Director and Internship Coordinator.

Benchmarks: MCOM 494: 4.0 on a 5.0-point scale.

Frequency: Yearly.

Use of Information: The direct measure is designed to determine if the skills taught in the degree program meet the needs and standards current within the industry and ACEJMC program accreditation standards. We will identify gaps in achieving student learning objectives and adjust curriculum accordingly during the next academic year.

Assessment Method #3: Senior Exit Survey (Appendix C)

Students will complete the exit survey at the end the semester they are graduating to assess their own understanding of the ACEJMC student learning outcomes.

Type of Assessment: Indirect measure.

Timeline: Conducted every semester; analyzed yearly during the summer.

Oversight: Associate Director and Major Assessment Coordinator

Benchmarks: 4.0 on a 5.0-point scale.

Frequency: Yearly.

Use of Information: This indirect measure is designed to determine how well students feel they understand the student learning outcomes based on ACEJMC program accreditation standards. We will identify gaps in achieving student learning objectives and adjust curriculum accordingly during the next academic year.

Communication Plan

Yearly assessment results will be shared with the School of Communication and Journalism faculty and staff members at an established School monthly meeting and also with the School of Communication and Journalism Advisory Board Members at their annual meeting. Assessment findings will be translated, and appropriate information will be shared through university outlets.

References

Accrediting Council on Education in Journalism and Mass Communication (2022). ACEJMC Accrediting Standards. Retrieved from <http://acejmc.ku.edu/PROGRAM/STANDARDS.SHTML#std2>

Appendix A: Professional Panel Assessment

Survey title: Assessing Learning Outcomes in Capstone Projects

First Name:

Last Name:

Email Address:

Date:

Project Title:

What area of academic study is this project assessing?

- Advertising
- Journalism
- Public Relations

How well does the project address the following areas?

	Excellent	Good	Average	Fair	Poor	N/A
Legal and ethical principles related to freedom of expression, privacy, and intellectual property.						
The multicultural history and role of professionals in shaping communication.						
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)						
Best practices in the use of and presentation of images and information.						
Engaging and communicating with clarity.						

How well does the project address the following areas?

	Excellent	Good	Average	Fair	Poor	N/A
Professional ethical principles.						
Use of appropriate research methods and critical thinking skills.						
Use of numbers, data and statistics that are executed effectively and correctly.						
Correct grammar, spelling and punctuation and appropriate medium styles.						
Use of appropriate tools and technologies.						

Overall, this work is equivalent to what I would expect for an entry-level employee.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- NA

Your recommendations or comments:

Appendix B: Internship Assessment

Survey #1 Title: SDSU Internship Supervisor Midterm Survey – 2022-23

This survey must be completed by the internship provider at the midway point of the internship and informs the final assigned grade for the internship.

Intern's Full Name:

Company Name:

Location:

Internship Supervisor's Full Name:

Internship Supervisor's Title:

The following are outcomes of the internship experience. Please indicate how well your SDSU intern is meeting these objectives:

	Excellent	Good	Average	Fair	Poor	N/A
Legal and ethical principles related to freedom of expression, privacy, and intellectual property.						
The multicultural history and role of professionals in shaping communication.						
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)						
Best practices in the use of and presentation of images and information.						
Engaging and communicating with clarity.						

The following are additional outcomes of the internship experience. Please indicate how well your SDSU intern met these objectives:

	Excellent	Good	Average	Fair	Poor	N/A
Professional ethical principles.						
Use of appropriate research methods and critical thinking skills.						
Use of numbers, data and statistics that are executed effectively and correctly.						
Correct grammar, spelling and punctuation and appropriate medium styles.						
Use of appropriate tools and technologies.						

Does this internship have an agriculture focus?

- Yes
- No

Which of the following broad categories best defines your internship?

- Advertising
- Communication Studies
- Journalism (Broadcast)
- Journalism (Print/Online)
- Public Relations

Rank your advertising intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Representing the company in a professional manner.						
Developing advertising and communication recommendations.						
Completing a tactical project that required professional knowledge and skills.						
Accepting critiques and feedback from an advertising professional.						
Working productively as a team player.						
Being self-motivated and ambitious in executing their duties.						

Rank your broadcast journalism intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of their duties.						
Working productively as a team player.						
Demonstrating a positive attitude.						
Being self-motivated and ambitious in executing their duties.						

Rank your print/online journalism intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of their duties.						
Working productively as a team player.						
Demonstrating a positive attitude.						
Being self-motivated and ambitious in executing their duties.						

Rank your public relations intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Planning events.						
Writing press releases and other documents.						
Pitching to the media and other media relations.						
Using digital media appropriately.						
Making skillful presentations.						
Being self-motivated and ambitious in executing their duties.						

Rank your communication studies intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of their duties.						
Working productively as a team player.						

	Excellent	Good	Average	Fair	Poor	N/A
Demonstrating a positive attitude.						
Being self-motivated and ambitious in executing their duties.						

At this point, would you hire this intern if your company had an opening for which he or she was qualified?

- Yes
- No
- Maybe

How are you addressing any areas of concern with the intern currently?

Survey #2 Title: SDSU Internship Supervisor Final Survey – 2022-23

This survey must be completed by the internship supervisor before the student can be assigned a grade for the internship.

Intern's Full Name:

Company Name:

Location:

Internship Supervisor's Full Name:

Internship Supervisor's Title:

The following are outcomes of the internship experience. Please indicate how well your SDSU intern is meeting these objectives:

	Excellent	Good	Average	Fair	Poor	N/A
Legal and ethical principles related to freedom of expression, privacy, and intellectual property.						
The multicultural history and role of professionals in shaping communication.						
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)						
Best practices in the use of and presentation of images and information.						
Engaging and communicating with clarity.						

The following are additional outcomes of the internship experience. Please indicate how well your SDSU intern met these objectives:

	Excellent	Good	Average	Fair	Poor	N/A
Professional ethical principles.						
Use of appropriate research methods and critical thinking skills.						
Use of numbers, data and statistics that are executed effectively and correctly.						
Correct grammar, spelling and punctuation and appropriate medium styles.						
Use of appropriate tools and technologies.						

Does this internship have an agriculture focus?

- Yes
- No

Which of the following broad categories best defines your internship?

- Advertising
- Communication Studies
- Journalism (Broadcast)
- Journalism (Print/Online)
- Public Relations

Rank your advertising intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Representing the company in a professional manner.						
Developing advertising and communication recommendations.						
Completing a tactical project that required professional knowledge and skills.						
Accepting critiques and feedback from an advertising professional.						
Working productively as a team player.						
Being self-motivated and ambitious in executing their duties.						

Rank your broadcast journalism intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of their duties.						
Working productively as a team player.						
Demonstrating a positive attitude.						
Being self-motivated and ambitious in executing their duties.						

Rank your print/online journalism intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of their duties.						
Working productively as a team player.						
Demonstrating a positive attitude.						
Being self-motivated and ambitious in executing their duties.						

Rank your public relations intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Planning events.						
Writing press releases and other documents.						
Pitching to the media and other media relations.						
Using digital media appropriately.						
Making skillful presentations.						

	Excellent	Good	Average	Fair	Poor	N/A
Being self-motivated and ambitious in executing their duties.						

Rank your communication studies intern's level of achievement so far for each of the following important skills or experiences.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of their duties.						
Working productively as a team player.						
Demonstrating a positive attitude.						
Being self-motivated and ambitious in executing their duties.						

At this point, would you hire this intern if your company had an opening for which the intern was qualified?

- Yes
- No
- Maybe

How are you addressing any areas of concern with the intern currently?

If you would like to share anything else about your intern or the internship experience, please do so below.

Survey #3 Title: SDSU Internship Student Survey – 2022-23

This survey must be completed by the student intern before the student can be assigned a grade for the internship.

Intern's Full Name:

Company Name:

Location:

Internship Supervisor's Full Name:

Internship Supervisor's Title:

What is your major?

The following are outcomes of the internship experience. Please indicate how well you met these objectives:

	Excellent	Good	Average	Fair	Poor	N/A
Legal and ethical principles related to freedom of expression, privacy, and intellectual property.						
The multicultural history and role of professionals in shaping communication.						
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)						
Best practices in the use of and presentation of images and information.						
Engaging and communicating with clarity.						

The following are additional outcomes of the internship experience. Please indicate how well you met these objectives:

	Excellent	Good	Average	Fair	Poor	N/A
Professional ethical principles.						
Use of appropriate research methods and critical thinking skills.						
Use of numbers, data and statistics that are executed effectively and correctly.						
Correct grammar, spelling and punctuation and appropriate medium styles.						
Use of appropriate tools and technologies.						

Did this internship have an agriculture focus?

- Yes
- No

Which of the following broad categories best defines your internship?

- Advertising
- Communication Studies
- Journalism (Broadcast)
- Journalism (Print/Online)
- Public Relations

Rank your level of achievement for each of the following important skills or experiences during this advertising internship.

	Excellent	Good	Average	Fair	Poor	N/A
Representing the company in a professional manner.						
Developing advertising and communication recommendations.						
Completing a tactical project that required professional knowledge and skills.						
Accepting critiques and feedback from an advertising professional.						
Working productively as a team player.						
Being self-motivated and ambitious in executing your duties.						

Rank your level of achievement for each of the following important skills or experiences during this broadcast journalism internship.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of your duties.						
Working productively as a team player.						
Demonstrating a positive attitude.						
Being self-motivated and ambitious in executing your duties.						

Rank your level of achievement for each of the following important skills or experiences during this print/online journalism internship.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of your duties.						

	Excellent	Good	Average	Fair	Poor	N/A
Working productively as a team player.						
Demonstrating a positive attitude.						
Being self-motivated and ambitious in executing your duties.						

Rank your level of achievement for each of the following important skills or experiences during this public relations internship.

	Excellent	Good	Average	Fair	Poor	N/A
Planning events.						
Writing press releases and other documents.						
Pitching to the media and other media relations.						
Using digital media appropriately.						
Making skillful presentations.						
Being self-motivated and ambitious in executing your duties.						

Rank your level of achievement for each of the following important skills or experiences during this communications studies internship.

	Excellent	Good	Average	Fair	Poor	N/A
Showing commitment and initiative in the work setting.						
Employing imagination and creativity within the scope of their duties.						
Working productively as a team player.						
Demonstrating a positive attitude.						
Being self-motivated an ambitious in your duties.						

Would you work for this company if they had an opening for which you were qualified?

- Yes
- No
- Maybe

Comments/Suggestions:

Appendix C: SDSU ACEJMC Program Exit Survey 2022-23

Survey Title: SDSU Graduating Senior Exit Survey for ADV JOURN PR

This survey will ask you to focus on the courses you took for your major (advertising, journalism, public relations) and experiences in the School of Communication and Journalism at South Dakota State University.

It will take approximately 10 minutes to complete the questionnaire. It is very important for us to learn your opinions. Your input will help us with program development and assessment for the accreditation process.

Your participation in this study is completely voluntary. There are no foreseeable risks associated with this survey. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point.

Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, you may contact Dr. Josh Westwick at 605-688-4171 or by email at joshua.westwick@sdstate.edu.

Please start the survey now.

Are you graduating with a degree in advertising, journalism or public relations?

- Yes
- No

What term will you graduate?

- Spring
- Summer
- Fall

What year will you graduate? (i.e., 2023)

Based on your education in the School of Communication and Journalism, what is your level of understanding about:

	Excellent	Good	Average	Fair	Poor
Legal and ethical principles related to freedom of expression, privacy, and intellectual property.					
The multicultural history and role of professionals in shaping communication.					
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)					
Best practices in the use of and presentation of images and information.					
Engaging and communicating with clarity.					

Continue indicating your level of understanding about the following:

	Excellent	Good	Average	Fair	Poor
Professional ethical principles.					
Use of appropriate research methods and critical thinking skills.					
Use of numbers, data and statistics that are executed effectively and correctly.					
Correct grammar, spelling and punctuation and appropriate medium styles.					
Use of appropriate tools and technologies.					

What is your major?

- Advertising
- Journalism
- Public Relations

What classes impacted you most while pursuing a degree in journalism? (Check all that apply and add others)

- MCOM 119 Mass Communication Fundamentals
- MCOM 210 Basic Media Writing and Lab
- MCOM 215 Sportswriting
- MCOM 219 Social Media Strategies
- MCOM 220 Intro to Digital Media and Lab
- MCOM 265 Basic Photography and Lab
- MCOM 266 Photojournalism and Studio
- MCOM 270 Data Analysis in Communication
- MCOM 311 News Editing and Lab
- MCOM 331 Video Production and Lab
- MCOM 333 Broadcast News Reporting and Lab
- MCOM 336 Featuring Writing
- MCOM 365 Advanced Photography and Lab
- MCOM 394/494 Internship
- MCOM 413 International Media
- MCOM 416 Mass Media in Society
- MCOM 417 History of Journalism
- MCOM 430 Media Law
- MCOM 433 Advanced Broadcast News Reporting and Lab
- MCOM 438 Public Affairs Reporting and Lab
- MCOM 434 Advanced Multiplatform Storytelling
- MCOM 474 Media Administration and Management

- PUBR 243 Public Relations Principles
- PUBR 345 Public Relations Writing
- Other - please specify _____

What classes impacted you most while pursuing a degree in advertising? (Check all that apply and add others)

- ADV 370 Advertising Principles
- ADV 314 Digital Promotion
- ADV 371 Advertising Copy and Design and Lab
- ADV 372 Advertising Media Strategies and Lab
- ADV 411 Media Analytics and Studio
- ADV 442 Integrated Marketing and Communication Campaigns and Studio
- ADV 472 Research and Planning
- ADV 476 Global and Multicultural Advertising
- MCOM 119 Mass Communication Fundamentals
- MCOM 210 Basic Media Writing and Lab
- MCOM 219 Social Media Strategies
- MCOM 220 Intro to Digital Media and Lab
- MCOM 265 Basic Photography and Lab
- MCOM 270 Data Analysis in Communication
- MCOM 331 Video Production and Lab
- MCOM 394/494 Internship
- MCOM 416 Mass Media in Society
- MCOM 430 Media Law
- MKTG 370 Marketing
- PUBR 345 Public Relations Writing
- SPCM 442 Persuasion
- Other- please specify _____

What classes impacted you most while pursuing a degree in public relations? (Check all that apply and add others)

- PUBR 243 Public Relations Principles
- PUBR 345 Public Relations Writing
- PUBR 411 Media Analytics and Studio
- PUBR 442 Integrated Marketing and Communication Campaigns and Studio
- PUBR 472 Research and Planning
- MCOM 119 Mass Communication Fundamentals
- ADV 314 Digital Promotion
- ADV 371 Advertising Copy and Design and Lab
- ADV 476 Global and Multicultural Advertising
- EFA/HMGT 355 Events and Facilities Administration
- MCOM 210 Basic Media Writing and Lab

- MCOM 219 Social Media Strategies
- MCOM 220 Intro to Digital Media and Lab
- MCOM 265 Basic Photography and Lab
- MCOM 266 Photojournalism and Studio
- MCOM 270 Data Analysis in Communication
- MCOM 331 Video Production and Lab
- MCOM 394/494 Internship
- MCOM 416 Mass Media in Society
- MCOM 430 Media Law
- SPCM 470 Intercultural Communication
- SPCM 215 Public Speaking
- SPCM 311 Business and Professional Communication
- SPCM 441 Persuasion
- Other - please specify _____

How satisfied are you that your coursework and experiences reflect diversity, equity and inclusion?

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very unsatisfied

What years did you attend the internship and career fair for the School of Communication and Journalism?
(Check all that apply)

- Freshman
- Sophomore
- Junior
- Senior
- I did not attend the school's internship and career fair

How many internships did you complete during your time as a student at SDSU?

- One
- Two
- Three
- Four or more
- Zero - In progress or still need to complete

Is there anything you would like to share about your internship(s)?

Did you work for any of the following while a student? (Check all that apply)

- BluePrint Design and Print Center
- Collegian

- KSDJ Radio
- SDSU Department, School or College doing communication work
- University Marketing and Communications
- Yeager Media Center
- Daktronics
- None of the above

What did you gain from your experience working at the places you indicated in the previous question (BluePrint, Collegian, KSDJ Radio, SDSU Dept./School/College, University Marketing and Communications, Yeager Media Center, and/or Daktronics)?

Why did you choose not to work at the places indicated in the previous question (BluePrint, Collegian, KSDJ Radio, SDSU Dept./School/College, University Marketing and Communications, Yeager Media Center, other work, and/or Daktronics)?

Did you do any non-internship work (i.e., club leadership, social media, free-lance writing, retail marketing, etc.) that provided opportunities to gain experience in your major beyond those listed in previous question (BluePrint, Collegian, KSDJ Radio, SDSU Dept./School/College, University Marketing and Communications, Yeager Media Center and/or Daktronics)? Please list those experiences below.

Which of the following best describes your main area(s) of interest for a career after graduation? (Check all that apply)

- Advertising
- Agricultural Communication
- Digital Marketing
- Education
- Entrepreneurship
- Graphic Design
- Journalism (Broadcast)
- Journalism (Print)
- Journalism (Digital)
- Multimedia
- Nonprofit
- Public Relations
- Social Media
- Video Production
- Visual Communication
- Other (Please specify) _____

Which of the following statements best describes you?

- I have a job lined up after graduation
- I am looking for a job after graduation
- I will start looking for a job once I graduate
- I am going to take a break for a while after graduation

- I plan to start graduate school right after I graduate
- I am working a temporary job while looking for full-time employment
- Other _____

How well prepared do you feel to embark upon your professional career path?

- Very prepared
- Prepared
- Unprepared
- Very unprepared

How would you rate your support in the following areas?

	Excellent	Good	Average	Fair	Poor	N/A
Sharing information about internship opportunities						
Helping with career preparation (i.e., resume and portfolio reviews, job announcements, reference letters, etc.)						
Receiving information about scholarships						
Planning your academic coursework						
Willingness to offer additional help or instruction in your coursework						
Providing information about student services (i.e., Counseling Services, Speech Center, Writing Center)						
Communicating speakers and happenings in the School of Communication and Journalism						

Did you participate in any club activities within the School of Communication and Journalism while in school? (Check all that apply)

- Advertising Club
- Forensics Team
- Journalism Club
- Public Relations Student Society of America (PRSSA)
- Other _____

Have you (or will you) participated in any of the following study abroad experiences while enrolled at SDSU? (Check all that apply)

- Semester abroad
- Summer abroad

- Class with international travel through SDSU
- Internship abroad
- Other _____
- None of the above

Where did/will you go for your study abroad experience while at SDSU?

If you have other observations about your experience within the school that you'd like to share, use the space below to do so:

The questionnaire is confidential, and your name is not collected, however we would like to know some demographic information.

With which gender do you identify?

- Female
- Male
- Non-binary
- Prefer not to answer
- Prefer to self-identify _____

Which of the following best describes your race and ethnicity? (Check all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino/Latina/Latinx
- Native Hawaiian or Other Pacific Islander
- White or Caucasian
- Prefer not to answer

Which category best describes your age?

- 15-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40