

ASSESSMENT WEBSITE INFORMATION

College: Communications Degree Program: Journalism- Advertising/Public Relations

Chair/Director: Gil Fowler

DATA SAY:

An examination of projects developed in the Capstone Class for Public Relations/Advertising majors by faculty and journalism department advisory committee members indicated that students needed to find additional ways to address diverse groups and diversity issues in the promotional campaigns.

SO WHAT:

Communication students in all our emphasis areas need additional exposure to diverse values and interests so as to appreciate its importance and to ensure their work considers all groups within their community. An examination of diverse issues, regardless of the homogeneity of the audience, can assist in the thought process of outlining and detailing what needs to be done to make it part of our work.

HOW WE CHANGED:

Future projects will include a specified diversity section that will address the specified audiences and the diversity therein. In addition, diversity will be further explored in the research preparation for the project and its considerations for implementation.

WHAT WE GOT:

Although diversity continues to be a topic of discussion in all our classes, the implementation of this component in capstone projects is not yet apparent. It will take at least a year to have graduating seniors address this concept specifically as they build this component into their projects which are completed in the spring of each year.

