

Advertising MA

Advertising MA Program Mission Statement

Program Mission Statement (Full Description):

The Temerlin Advertising Institute (TAI), one of the nation's only endowed advertising institutes, invites each student to build a foundation of strategic communication principles, to develop a deep appreciation of the power of advertising, and to join in an exploration of how advertising can be channeled for the betterment of a product or service for a client as well as for society. Students explore responsibility issues within traditional advertising courses and experiential opportunities. Within the program, students may opt to follow an industry focus or a research/thesis emphasis.

The M.A. in advertising at SMU will train students to develop critical thinking skills and provide grounding in advertising theory and traditional disciplines such as account management, consumer behavior, research methods, and media planning. Additionally, it will provide training in global, social, cultural, and technological sensitivity.

Advertising as a cultural force can have a powerful cultural impact on societies as well as brands. The rise of social media and the informed consumer has allowed advertisers to talk with (not at) consumers. Developing strategies for integrating consumers in branding decisions and developing long-term relationships with consumers are the keys to success. Therefore, the M.A. in advertising program provides training in global, social, cultural and technological sensitivity to give students the understanding needed to engage consumers in brand conversations. Strategic and conceptually rich creative messages are the conversation starters delivered to consumers using paid, earned and owned media. In addition to enhancing their understanding of traditional advertising theory and practice, students will learn about the use of social media, location-based targeting, cause marketing, viral messaging, adver gaming, product placement and branded entertainment as means to create meaningful brands for customers.

Individuals graduating from this program will go on to work, either domestically or internationally, in advertising agencies as account executives, art directors, copy writers, media strategists, research analysts or account planners. A graduate of the institute will also be attractive to media organizations, marketing firms, the event management field, branded entertainment, adver gaming, motion picture marketing and nonprofit organizations.

Does your program offer courses at an off-campus instructional site (not at SMU Dallas campus)?: No

Does your program offer courses through distance education technology (e.g., asynchronous, synchronous, or both)?: No

During which academic year were students first enrolled in this program?: Prior to AY2020-2021

Progress: Complete

1 Advertising Planning and Strategy

Step 1C: PLO Statement (Full Description):

Advertising Campaigns (ADV 6399) at the Temerlin Advertising Institute is a capstone course and a culmination of a TAI grad student's educational preparation for entering the professional market. Student efforts will be organized around, and culminate in, the development of an actual advertising campaign from the ground up. Students are required to conduct research, develop a positioning strategy, develop a media plan, create original advertising and marketing communications materials, put all of this into a comprehensive written plan and, finally, present these elements to a client/faculty audience. By nature and design, this is a challenging and rewarding course, designed to bring together all aspects of advertising concepts covered in courses earlier in the program.

The ADV 6399 course will be used to measure the 4 PLOs in the Advertising MA program: (1) Advertising Planning and Strategy, (2) Problem Solving and Critical Thinking, (3) Preparing Plans Book, and (4) Client Presentation.

The PLO statement for "Advertising Planning and Strategy" is:

To enhance student understanding of how advertising strategy and planning fit within the broader framework of marketing strategy, and how this planning and strategy forms the foundation for advertising and marketing campaigns.

Step 2A: Measure :

In the ADV 6399 (Advertising Campaigns) capstone class, students will learn to develop and conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis for a class client.

Attached Files

 Uncle Julio's SWOT.png

Step 2B: Type of Measure (check all that apply): Capstone project
Presentation
Written paper/project

Step 2C: Is Measure direct or indirect?: Direct

Step 3A: Target for Measure:

The mean score for this assignment will be a "B" (83-86%).

Step 4A: Was the target met for this Measure?: Met

Step 4B: Results and Findings for this Measure:

For AY22-23, in ADV 6399, the mean score collected for this assignment was 90%.

The students, as a group, evaluated the provided research (both primary and secondary) and developed a SWOT analysis that provided four strengths, four weaknesses, four opportunities, and four threats.

Step 4C: Interpretation of Results :

The mean score for this assignment during AY22-23 was 90%, which was above the target for the measure (which was a "B" average, or 83-86%).

Based on the results for AY2022-2023, the target was met for this measure. Data collected was used to identify reasons for why some students may not meet the target for this measure.

The students performed very well. This requires a group effort of the entire team, and this foundational component must be absolutely right on. As a result, each of the points were presented, discussed and evaluated within the context that the final SWOT analysis must provide a foundation for developing final OBJECTIVES that would serve as the foundation of the strategy developed for the project.

Step 5A: Use of Results for Seeking Improvement (Action Plan) :

Based on this feedback, additional emphasis or time on content, and additional activities or assignments were determined to be best types of action to help students achieve the target for this measure for the following year.

Additional support would also be provided by instructors in the ADV 6399 Advertising Campaigns courses to students in order to help them with Advertising planning and strategy, and using SWOT analysis in their final capstone projects.

Step 5B: Type of Action: Additional emphasis or time on content
Additional activities or assignments

Step 5C: Dialogue Participants (check all that apply): Administrator
Committee
Faculty

Step 5D: Evidence of Dialogue :

Progress was discussed at faculty meetings during the Fall 2022 and Spring 2023 semesters. Program director also met with instructors individually to discuss progress.

Step 5E: Type of other Improvements (check all that apply): Other

Step 5F: Other Improvements (Full Description):

As the target for this measure was met during AY22-23, it was determined by the program director and instructors that no other improvements were needed at this time.

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Based on the results for AY2022-2023, the target was met for this measure.

Step 6B: Status Update on Previously Identified Action Plan(s): Fully implemented

Progress: Complete

2 Problem Solving and Critical Thinking

Step 1C: PLO Statement (Full Description):

The ADV 6399 (Advertising Campaigns) course will help hone students' critical thinking skills individually and collaboratively by offering collaborative experience in exploring and choosing alternative ways of solving advertising problems and, as a result, experience in evaluating the strengths and weaknesses of various advertising approaches.

Step 2A: Measure :

Message platform and experience map. Students hone critical thinking skills in two assignments: 1) Development of a comprehensive MESSAGING PLATFORM, and 2) Development of a comprehensive EXPERIENCE MAP.

Attached Files

[Experience Map.png](#)

[Messaging Platform.docx](#)

Step 2B: Type of Measure (check all that apply): Capstone project
Presentation
Written paper/project

Step 2C: Is Measure direct or indirect?: Direct

Step 3A: Target for Measure:

The mean score on these 2 assignments will be a "B" (83-86%).

Step 4A: Was the target met for this Measure?: Met

Step 4B: Results and Findings for this Measure:

For AY22-23, the mean score achieved was 90%.

Students engaged in team collaboration for these collaborative assignments.

Instructors graded the assignments as such:

1) The MESSAGING PLATFORM must be developed in two critical phases: Identification of EACH of the client's target audience segments, and construction of a MESSAGING PLATFORM that answers each of the following critical questions of each of the target audience segments.

- a) What is the most important benefit of the brand to the target?
- b) What message will best convey that benefit?
- c) What are our PROOF POINTS (why should they believe us?)
- d) Once they know this, what do we want them to do?
- e) How will we measure how well this works?
- f) Then what? (What will result from our efforts?)

2) The EXPERIENCE MAP must be developed so that it provides intuitive insights deeper than the typical purchase experience funnel. It does this by Identification of key phases in the purchase process, and analysis of what buyers are actively experiencing during the purchase consideration process, specifically:

- a) What are they doing in each phase?
- b) What are they feeling in each phase?
- c) What are they thinking in each phase?
- d) How would they evaluate each phase of this process?
- e) What opportunities can we identify as a result?

Step 4C: Interpretation of Results :

Based on the results for AY2022-2023, the target was met for this measure. Data collected was used to identify reasons for why some students may not meet the target for this measure.

Step 5A: Use of Results for Seeking Improvement (Action Plan) :

Based on this feedback, additional emphasis or time on content, and additional activities or assignments were determined to be best types of action to help students achieve the target for this measure for the following year.

Additional support would also be provided by instructors in the ADV 6399 courses to students in order to help them with their application of problem solving and critical thinking to the 2 assignments in the course.

Step 5B: Type of Action: Additional emphasis or time on content
Additional activities or assignments

Step 5C: Dialogue Participants (check all that apply): Administrator
Committee
Faculty

Step 5D: Evidence of Dialogue :

Progress was discussed at faculty meetings during the Fall 2022 and Spring 2023 semesters. Program director also met with instructors individually to discuss progress.

Step 5E: Type of other Improvements (check all that apply): Other

Step 5F: Other Improvements (Full Description):

Since the target was met for this measure during AY22-23, it was determined by the program director and instructors that no other improvement was needed at this time.

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Based on the results for AY2022-2023, the target was met for this measure

Step 6B: Status Update on Previously Identified Action Plan(s): Fully implemented

Progress: Complete

3 Prepare Plansbook

Step 1C: PLO Statement (Full Description):

The purpose of the Plansbook assignment in ADV 6399 (Advertising Campaigns) is to sharpen each student's overall skills in organizing and developing content based on a strategic foundation, managing time, communicating with clients and colleagues in writing and in person, identifying problem areas as well as possible resources or solutions, and in evaluating and discussing those solutions so that the final PLANSBOOK and PRESENTATION each provide a logical argument for final advertising and marketing recommendations.

Step 2A: Measure :

As a group, the students will collaborate on a comprehensive PLANSBOOK. The PLANSBOOK incorporates all of the team's planning, research, analysis, strategy development, content development, and the resultant creative that comprise the comprehensive written presentation of their overall campaign recommendations.

The PLANSBOOK incorporates all of the team's planning, research, analysis, strategy development, content development, and the resultant creative that comprise the comprehensive written presentation of their overall campaign recommendations.

Attached Files

[Uncle Julios Plans Book.pdf](#)

Step 2B: Type of Measure (check all that apply): Capstone project
Presentation
Written paper/project

Step 2C: Is Measure direct or indirect?: Direct

Step 3A: Target for Measure:

The target for this measure will be a "B" (83-86%).

Step 4A: Was the target met for this Measure?: Met

Step 4B: Results and Findings for this Measure:

For AY22-23, the mean score on the measure was 90%, which exceeded the target of a mean score of "B" (83-86%).

Step 4C: Interpretation of Results :

Based on the results for AY2022-2023, the target was met for this measure. Data collected was used to identify reasons for why some students may not meet the target for this measure.

Step 5A: Use of Results for Seeking Improvement (Action Plan) :

Based on this feedback, additional emphasis or time on content, and additional activities or assignments were determined to be best types of action to help students achieve the target for this measure for the following year.

Additional support would also be provided by instructors in the ADV 6399 course to students in order to help them with their preparation of the Plansbook.

Step 5B: Type of Action: Additional emphasis or time on content
Additional activities or assignments

Step 5C: Dialogue Participants (check all that apply): Administrator
Committee
Faculty

Step 5D: Evidence of Dialogue :

Progress was discussed at faculty meetings during the Fall 2022 and Spring 2023 semesters. Program director also met with instructors individually to discuss progress.

Step 5E: Type of other Improvements (check all that apply): Other

Step 5F: Other Improvements (Full Description):

Since the target was met for this measure during AY22-23, it was determined by the program director and instructors that no other improvement was needed at this time.

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Based on the results for AY2022-2023, the target was met for this measure.

Step 6B: Status Update on Previously Identified Action Plan(s): Fully implemented

Progress: Complete

4 Client Presentation**Step 1C: PLO Statement (Full Description):**

The purpose of this presentation in the ADV 6399 class is to refine

As part of their final capstone project in the course, students will present plansbook to the client. As a group, the students are required to collaborate on a comprehensive PRESENTATION that allows them to walk the clients through all the key components of the Plansbook.

Step 2A: Measure :

As a group, the students collaborate on turning their completed PLANSBOOK into a PRESENTATION by concepting, planning, writing, designing, rehearsing and presenting final recommendations to the clients in the form of a final, in-person, presentation.

Attached Files

[Uncle Julio's Presentation V4.pdf](#)

Step 2B: Type of Measure (check all that apply): Capstone project
Presentation

Step 2C: Is Measure direct or indirect?: Direct

Step 3A: Target for Measure:

The mean score on the capstone presentation will be "B" (83-86%).

Step 4A: Was the target met for this Measure?: Met

Step 4B: Results and Findings for this Measure:

F04 AY22-23, the mean score on the presentation was 90%.

Step 4C: Interpretation of Results :

Based on the results for AY2022-2023, the target was met for this measure. Data collected was used to identify reasons for why some students may not meet the target for this measure.

Step 5A: Use of Results for Seeking Improvement (Action Plan) :

Based on this feedback, additional emphasis or time on content, and additional activities or assignments were determined to be best types of action to help students achieve the target for this measure for the following year.

Additional support would also be provided by instructors in the ADV 6399 Advertising Campaigns courses to students in order to help them hone and improve their abilities to present and defend complex strategic advertising recommendations in a clear, concise, and compelling manner.

Step 5B: Type of Action: Additional emphasis or time on content
Additional activities or assignments

Step 5C: Dialogue Participants (check all that apply): Administrator
Committee
Faculty

Step 5D: Evidence of Dialogue :

Progress was discussed at faculty meetings during the Fall 2022 and Spring 2023 semesters. Program director also met with instructors individually to discuss progress.

Step 5E: Type of other Improvements (check all that apply): Other

Step 5F: Other Improvements (Full Description):

As the target for this measure was met during AY22-23, it was determined by the program director and instructors that no other improvements were needed at this time.

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Based on the results for AY2022-2023, the target was met for this measure.

Step 6B: Status Update on Previously Identified Action Plan(s): Fully implemented

Progress: Complete

1 Student Enrollment**Step 1C: PO Statement (Full Description):**

Advertising as a cultural force can have a powerful cultural impact on societies as well as brands. The rise of social media and the informed consumer has allowed advertisers to talk with (not at) consumers. Developing strategies for integrating consumers in branding decisions and developing long-term relationships with consumers are the keys to success. Therefore, the M.A. in advertising program provides training in global, social, cultural and technological sensitivity to give students the understanding needed to engage consumers in brand conversations. Strategic and conceptually rich creative messages are the conversation starters delivered to consumers using paid, earned and owned media. In addition to enhancing their understanding of traditional advertising theory and practice, students will learn about the use of social media, location-based targeting, cause marketing, viral messaging, advergaming, product placement and branded entertainment as means to create meaningful brands for customers.

Individuals graduating from this program will go on to work, either domestically or internationally, in advertising agencies as account executives, art directors, copy writers, media strategists, research analysts or account planners. A graduate of the institute will also be attractive to media organizations, marketing firms, the event management field, branded entertainment, advergaming, motion picture marketing and nonprofit organizations.

Step 2A: Measure :

The number of students enrolled in the Advertising MA program each academic year.

Step 2B: Is Measure direct or indirect?: Direct

Step 3A: Target for Measure:

The number of students enrolled in the Advertising MA program each academic year will be a minimum of 12.

Step 4A: Was the target met for this Measure?: Met

Step 4B: Results and Findings for this Measure:

The total number of students enrolled in the Advertising MA program in AY22-23 was 19.

Step 4C: Interpretation of Results :

For AY22-23, the number of students enrolled in the MA program was 19, which met the target for the measure.

Step 5A: Use of Results for Seeking Improvement (Action Plan) :

Based on results of AY22-23, the target was met for this measure. Faculty discussed during faculty meetings regarding number of students applying to, and admitted into the program each year. Faculty also discussed ways to promote the MA program in order to increase number of applications. During COVID-19, the number of applications to, and number of students admitted to the MA program dropped drastically. Faculty discussed ways to increase applications, and number of "quality" graduate students, including other types of MA programs (such as an online MA, as well as other certificate type programs), without taking away from the number of students applying to the main current Advertising MA program. Another issue discussed was admission criteria. Faculty also wanted more input from the Moody Graduate School in terms of how the MA program can be more interdisciplinary, and contribute to the SMU's overall R1 mission, including Ph.D. program and postdocs. This discussion is ongoing, and faculty will have more feedback during AY23-24.

Step 5B: Dialogue Participants (check all that apply): Administrator
Committee
Faculty

Step 5C: Evidence of Dialogue :

Progress was discussed at faculty meetings during the Fall 2022 and Spring 2023 semesters. Program director also met with the graduate committee to discuss overall direction of the MA program, enrollment numbers and more.

Step 5D: Type of other Improvements (check all that apply): Other

Step 5E: Other Improvements (Full Description):

Since target for the measure was met, no other improvements were discussed.

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Based on enrollment numbers for AY2022-2023, the target was met for this measure.

Step 6B: Status Update on Previously Identified Action Plan(s): Fully implemented

Progress: Complete