

## Advertising BA

### Advertising BA Program Mission Statement

#### Mission Statement (Full Description):

The mission of the Advertising B.A. program at the Temerlin Advertising Institute is to produce graduates with expertise in consumer research, advertising strategy, media planning, and creative conceptual development, equipping them with the skills needed to excel in a competitive, dynamic industry. Through a curriculum that integrates theory, practical application, and ethical considerations, students gain hands-on experience in designing effective strategies across media channels and consumer touchpoints. Emphasis is placed on building a foundation in data-driven consumer insights, crafting compelling brand narratives, and applying innovative media strategies. The program also fosters industry engagement through internships, preparing students to transition seamlessly from academia to professional roles with immediate impact. Located in the heart of a prominent advertising market, the program offers unparalleled opportunities for experiential learning and professional growth.

#### 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 AY2023-2024

#### Progress:

Complete

### Consumer Research and Advertising Strategy

#### Step 1A: SLO Number:

1

#### Step 1C: SLO Statement (Full Description):

#### Commented [SS1]: B. Suggestions for Improvement

- 1. Purpose:** Add one sentence clarifying the broader impact—how graduates contribute ethically and creatively to society or the field, not just their professional success.
- 2. Alignment:** Explicitly connect the program's focus on innovation, ethics, and leadership to SMU's mission (e.g., preparing students to lead with integrity and global perspective).
- 3. Specificity:** Already strong; you might briefly note whether the program is delivered *on the main campus* to meet rubric compliance for format/location.
- 4. Concision:** The statement could be slightly tightened by merging the final two sentences while preserving meaning.

#### Consider Adding

The B.A. in Advertising at SMU's Temerlin Advertising Institute prepares students to become creative, analytical, and ethically grounded professionals who shape the future of global communication. Through a curriculum that integrates theory, practical application, and data-driven consumer insight, students develop expertise in research, strategic planning, media management, and conceptual development. Located on SMU's Dallas campus—within one of the nation's leading advertising markets—the program emphasizes experiential learning, industry engagement, and social responsibility. Graduates are equipped to lead with integrity, innovation, and cultural awareness, advancing SMU's mission to foster ethical leadership and global impact.

Upon graduation, students will effectively apply consumer and audience research methodologies to develop advertising strategies and assess campaign effectiveness across diverse markets and audiences, as demonstrated through the creation and presentation of comprehensive campaign plans to real clients in the capstone course (ADV 4399), documented in full PlansBooks.

**Step 2A: Measure:**

Student teams present full campaign plans to clients in their capstone course (ADV 4399). Clients are presented with copies of the full campaign via PlansBooks. Each student is individually graded and assessed on their knowledge of Consumer Research and Advertising Strategy through the capstone Full Campaign Plansbook.

Attached Files

[ADV 4399 Advertising Campaigns Syllabus.pdf](#)

**Step 2B: Type of Measure (check all that apply):**

Capstone project

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

Direct

**Step 3A: Target for Measure:**

At least 85% of students will achieve a grade of "C" or higher on their individual contributions to the final Capstone project, as evaluated by the client and faculty using the capstone course rubric, indicating effective application of consumer and audience research methodologies to inform strategic planning and evaluation within their team's campaign presentation and PlansBook.

**Commented [SS2]:** Provide a rationale for this target (e.g., is this a faculty-determined benchmark, based on previous AY data, etc.).  
DO the same for all the targets for SLOs and PG

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

Met

**Step 4B: Results and Findings for this Measure:**

During AY24-25, 100% of students received a grade of "C" or higher on their individual contributions to the final Capstone project, as evaluated by the client and faculty using the capstone course rubric, indicating effective application of consumer and audience research methodologies to inform strategic planning and evaluation within their team's campaign presentation and PlansBook.

**Step 4C: Interpretation of Results:**

Based on the results for AY2024-2025, the target was met for this measure, as 100% of students received a grade of "C" or above for their individual contributions to the final capstone project.

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

Based on results from AY24-25, an action plan was developed to help students to achieve the target grade of "C" on individually graded portions of the final capstone project to apply consumer research and advertising strategy. Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 4399 Advertising Campaigns courses to students in order to help them with applying consumer research and advertising strategy to their final group project and campaign plans.

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**Step 5B: Type of Action:**

Additional emphasis or time on content, Additional activities or assignments, Faculty involvement

**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 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

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

APR recommendations

**Step 5F: Other Improvements (Full Description):**

None

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

As the target for this measure was met during AY23-24, it was determined by the program director and instructors that no other improvements were needed at this time.

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

Fully implemented

**Progress:**

Complete

**Media Planning and Strategies**

**Step 1A: SLO Number:**

2

**Step 1C: SLO Statement (Full Description):**

Upon graduation, students will be able to effectively analyze and critically assess various media options (both traditional and digital) to determine the most effective channels for reaching specific markets and audience segments. Students are expected to: (1) understand and apply media planning and buying principles across different media platforms, (2) evaluate and compare media alternatives based on their effectiveness for delivering advertising messages to a diverse range of markets and audiences, and (3) make strategic media selections to maximize audience engagement and campaign impact. Ultimately, this SLO measures students' ability to not only understand media planning theories but also apply them practically in making informed, strategic decisions in media selection.

**Step 2A: Measure:**

Students will be evaluated and assessed on their "Media Planning and Strategies" knowledge through assignments and exams in the ADV 3303 (Advertising Media) class.

## Attached Files

[ADV 3303 Advertising Media Syllabus.pdf](#)

[3303 Assignment 1 MRI Demo Lifestyle Data \(Kashi\).doc](#)

[3303 Assign 2 MRI Media Data \(Kashi\).doc](#)

[3303 Assign 3 Market Data.doc](#)

[3303 Assign 4 Market Weighting \(Kashi\).doc](#)

[3303 Assign 5 Competitive Data \(Kashi\).doc](#)

[3303 Exam 3.docx](#)

[3303 Exam 2.docx](#)

[3303 Exam 1.docx](#)

**Step 2B: Type of Measure (check all that apply):**

Objective Quiz or Exam ,Review existing data,Standardized test,Written paper/project

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

Direct

**Step 3A: Target for Measure:**

At least 85% of students will achieve a minimum grade of "C" or above in the assignments and exams in ADV 3303 (Advertising Media). There are 5 assignments: (1) MRI Demo and Lifestyle Data, (2) MRI Media Data, (3) MRI Market Data, (4) Marketing Weighting, and (5) Competitive Data, and 3 Exams (Exams 1, 2 and 3).

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

Met

**Step 4B: Results and Findings for this Measure:**

Based on results from AY2024-25, 100% of students enrolled in ADV 3303 (Advertising Media) received a minimum average grade of "C" or above in the 5 assignments and 3 exams in the class.

**Step 4C: Interpretation of Results:**

Based on results in AY24-25, the target was met for this measure, as 100% of students enrolled in ADV 3303 (Advertising Media) received a minimum average grade of "C" or above in the 5 assignments and 3 exams in the class.

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

Based on results from AY24-25, an action plan was developed to help students to achieve the target average minimum grade of "C" or higher on the 5 assignments and 3 exams in ADV 3303 (Advertising Media).

Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 3303 (Advertising Media) class to help students to effectively analyze and critically assess various media options (both traditional and digital) to determine the most effective channels for reaching specific markets and audience segments.

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**Step 5B: Type of Action:**

Additional emphasis or time on content, Additional activities or assignments, Faculty involvement

**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 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

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

APR recommendations

**Step 5F: Other Improvements (Full Description):**

None

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

As the target for this measure was met during AY23-24, it was determined by the program director and instructors that no other improvements were needed at this time.

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

Fully implemented

**Progress:**

Complete

**Creative Conceptual Strategy and Development**

**Step 1A: SLO Number:**

3

**Step 1C: SLO Statement (Full Description):**

Upon graduation, students will demonstrate proficiency in creative conceptual strategy and development by creating and delivering effective advertisements, including graphic design and advertising copy, in response to client briefs, and showcasing their ability to apply strategic and creative principles to develop impactful, client-ready campaigns. Specifically, graduates will: (1) master creative conceptual strategy and development—understanding how to form strategic ideas

that align with brand and campaign goals, (2) apply these strategies to produce effective advertising content—including graphics and copy that communicate clearly and resonate with target audiences, (3) develop and present comprehensive creative campaigns that demonstrate both their design and copywriting skills, and (4) define and showcase their work in portfolio projects that meet professional standards and are ready for client presentations. This SLO expects students to combine their understanding of strategy with their creative execution abilities, resulting in polished, effective advertising campaigns suitable for real-world client review.

**Step 2A: Measure:**

Students will be evaluated and assessed on their knowledge of "Creative Conceptual Strategy and Development" through assignments in the ADV 2322 (Concepting) and ADV 4322 (Advanced Portfolio) classes.

Attached Files

[ADV 2322 CONCEPTING assignments.pdf](#)

[ADV 2322 Concepting Assignment.docx](#)

[ADV 4322 Advanced Portfolio Assignment.docx](#)

[ADV 4322 Advanced Portfolio Syllabus.pdf](#)

**Step 2B: Type of Measure (check all that apply):**

Presentation ,Portfolio ,Reflection,Written paper/project

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

Direct

**Step 3A: Target for Measure:**

At least 85% of students enrolled in ADV 2322 (Concepting) and ADV 4322 (Advanced Portfolio) will receive an average minimum grade of "C" or higher on assignments in the 2 classes, showcasing their ability to apply strategic and creative principles to develop impactful, client-ready campaigns.

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

Met

**Step 4B: Results and Findings for this Measure:**

During AY24-25, 100% of students enrolled in ADV 2322 and ADV 4322 received an average minimum grade of "C" or above on assignments in the 2 classes combined.

**Step 4C: Interpretation of Results:**

Based on results in AY24-25, the target was met for this measure, as 100% of students enrolled in ADV 2322 (Concepting) and ADV 4322 (Advanced Portfolio) received a minimum average grade of "C" or above on assignments in the 2 classes.

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

Based on results from AY24-25, an action plan was developed to help students to achieve the target average minimum grade of "C" or higher on all assignments in ADV 2322 (Concepting) and ADV 4322 (Advanced Portfolio).

Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 2322 (Concepting) and ADV 4322 (Advanced Portfolio) classes to help students to demonstrate proficiency in creative conceptual strategy and development by creating and delivering effective advertisements, including graphic design and advertising copy, in response to client briefs, and showcasing their ability to apply strategic and creative principles to develop impactful, client-ready campaigns.

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**Step 5B: Type of Action:**

Additional emphasis or time on content, Additional activities or assignments, Faculty involvement

**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 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

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

APR recommendations

**Step 5F: Other Improvements (Full Description):**

None

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

Since the target was met for this measure during AY23-24, it was determined by the program director and instructors that no other improvement was needed at this time.

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

Fully implemented

**Progress:**

Complete

**Industry Experience**

**Step 1A: SLO Number:**

4

**Step 1C: SLO Statement (Full Description):**

Upon graduation, students will acquire relevant industry experience by completing paid or unpaid internships through enrollment in internship courses (ADV 3150, ADV 3250 or ADV 3350), gaining hands-on skills at companies in the DFW area, regionally, or nationally. Students will demonstrate their ability to: (1) apply classroom knowledge in a real-world setting by actively engaging in industry practices and tasks during their internships, (2) develop relevant professional skills that align with industry standards, bridging academic learning with practical, hands-on experience, (3) meet or exceed employer expectations in their performance, showing their readiness to contribute effectively in a professional environment, and (4) adapt and function in diverse work environments (whether in the DFW area, regionally, or nationally), gaining broader industry exposure and experience. In short, this SLO evaluates students' capacity to integrate academic skills into industry settings and perform at a level deemed "Accomplished" by professional supervisors, highlighting their readiness for a career in advertising.

**Step 2A: Measure:**

Students enrolled in ADV 3150, ADV 3250 or ADV 3350 (Advertising Internship) will be evaluated on their internship performance based on 2 assignments: (1) mid-semester reflection paper, and (2) end-of-semester report and portfolio, and 2 employer evaluations: (3) mid-semester employer evaluation, and (4) end-of-semester evaluation.

Attached Files

[ADV Internship Approval Form.pdf](#)

[ADV 3150:3250:3350 Mid-Semester Reflection Paper Assignment.docx](#)

[ADV 3150:3250:3350 Syllabus Spring 2025.docx](#)

[ADV Internship Weekly Report Form.pdf](#)

[ADV 3150:3250:3350 End-of-Semester Report & Portfolio Assignment.docx](#)

[ADV Internship Mid-Semester Evaluation Form.pdf](#)

[ADV Internship End-of-Semester Evaluation Form.pdf](#)

**Step 2B: Type of Measure (check all that apply):**

Employer or internship supervisor ratings of student performance, Reflection, Written paper/project

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

Direct

**Step 3A: Target for Measure:**

During AY 2024-25, at least 85% of students enrolled in ADV 3150, ADV 3250 or ADV 3350 (Advertising Internship) will receive an average minimum grade of "C" or above on 2 assignments: (1) mid-semester reflection paper, and (2) end-of-semester report and portfolio, and 2 employer evaluations: (3) mid-semester employer evaluation, and (4) end-of-semester evaluation.

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

Met

**Step 4B: Results and Findings for this Measure:**

During AY24-25, 100% of students enrolled in ADV 3150, ADV 3250 or ADV 3350 (Advertising Internship) received an average minimum grade of "C" or above on the 2 assignments: (1) mid-semester reflection paper, and (2) end-of-semester report and portfolio, and 2 employer evaluations: (3) mid-semester employer evaluation, and (4) end-of-semester evaluation, in the class.

**Step 4C: Interpretation of Results:**

Based on results in AY24-25, the target was met for this measure, as 100% of students enrolled in ADV 3150, ADV 3250 or ADV 3350 (Advertising Internship) received a minimum average grade of "C" or above on the 2 assignments: (1) mid-semester reflection paper, and (2) end-of-semester report and portfolio, and 2 employer evaluations: (3) mid-semester employer evaluation, and (4) end-of-semester evaluation, in the class.

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

Based on results from AY24-25, an action plan was developed to help students to achieve the target average minimum grade of "C" or higher on 2 assignments and 2 employer evaluations in ADV 3150, ADV 3250 or ADV 3350 (Advertising Internship).

Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were

determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 3150, ADV 3250 or ADV 3350 (Advertising Internship) class to help students to demonstrate proficiency to contribute effectively in a professional work environment.

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**Step 5B: Type of Action:**

Additional emphasis or time on content, Additional activities or assignments, Faculty involvement

**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 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

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

APR recommendations

**Step 5F: Other Improvements (Full Description):**

None

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

As the target for this measure was met based on results from AY23-24, It was determined by the program director and instructors that no other improvement was needed at this time.

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

Fully implemented

**Progress:**

Complete

**Writing in the Major**

**Step 1A: SLO Number:**

5

**Step 1C: SLO Statement (Full Description):**

Upon graduation, students will demonstrate proficiency in professional advertising writing, including the ability to produce clear and effective industry-standard documents such as white papers, case studies, and campaign write-ups. By the completion of the program, students will have strong ability in planned and impromptu writing tasks, showing their ability to convey information and messages that meet professional standards. Students will also apply feedback and revisions effectively, refining their work to align with industry conventions and expectations.

**Step 2A: Measure:**

Students enrolled in ADV 3305 (Business Communication) will complete and turn in a written individual paper ("White Paper" assignment) in which they will: (1) present ideas in clear, well-organized writing that meets the assignment's genre and the needs of its audience, (2) use critical reasoning skills relevant to the assignment's purpose, and (3) demonstrate knowledge of the stylistic conventions, and where applicable, citation style and formatting appropriate to the paper.

Attached Files

[ADV 3305 Business Communication Syllabus.pdf](#)

[ADV 3305 White Paper Assignment.docx](#)

**Step 2B: Type of Measure (check all that apply):**

Essay exam, Reflection, Written paper/project

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

Direct

**Step 3A: Target for Measure:**

At least 85% of students enrolled in ADV 3305 (Business Communication) will receive a minimum grade of "C" or above in the written "White Paper" assignment, which assesses their proficiency in writing for the major.

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

Met

**Step 4B: Results and Findings for this Measure:**

During AY24-25, 100% of students enrolled in ADV 3305 (Business Communication) received an average minimum grade of "C" or above in the written "White Paper" assignment, which assesses their proficiency in writing for the major.

**Step 4C: Interpretation of Results:**

Based on results in AY24-25, the target was met for this measure, as 100% of students enrolled in ADV 3305 (Business Communication) received a minimum average grade of "C" or above in the written "White Paper" assignment, which assesses their proficiency in writing for the major.

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

Based on results from AY24-25, an action plan was developed to help students to achieve the target minimum grade of "C" or higher in the written "White Paper" assignment in ADV 3305 (Business Communication), which assesses their proficiency in writing for the major.

Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 3305 (Business Communication)

Commented [BG7]:

class to help students demonstrate proficiency in professional advertising writing, including the ability to produce clear and effective industry-standard written communications.

**Step 5B: Type of Action:**

Additional emphasis or time on content,Additional activities or assignments, Faculty involvement

**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 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

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

APR recommendations

**Step 5F: Other Improvements (Full Description):**

None

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

As the target for this measure was met during AY23-24, it was determined by the program director and instructors that no other improvements were needed at this time.

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

Fully implemented

**Progress:**

Complete

**Student Enrollment****Step 1A: PG Number:**

1

**Step 1C: PG Statement (Full Description):**

Each academic year, the Advertising B.A. program will admit 15 students to each specialization—Creative, Digital Media Strategy, and Strategic Brand Management—for a total enrollment of 45 students across all specializations.

**Step 2A: Measure:**

The number of students admitted to each of the Advertising BA specializations—Creative, Digital Media Strategy, and Strategic Brand Management—each academic year.

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

Direct

**Step 3A: Target for Measure:**

The number of students admitted to each of the 3 specializations - Creative, Digital Media Strategy, Strategic Brand Management - during each academic year will be 15. Total number of students admitted during each academic year will be 45.

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

Met

**Step 4B: Results and Findings for this Measure:**

For AY24-25, a total of 54 students were admitted to the Advertising BA (18 to the Creative Specialization, and 20 each (40 total) to the Digital Media Strategy and Strategic Brand Management Specializations. Total number of students admitted to the Advertising BA was 58.

**Step 4C: Interpretation of Results:**

Based on results of AY24-25, the target was met for this measure, as 58 total students were admitted to the Advertising BA.

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

During AY 24-25, the program director discussed with faculty in faculty meetings regarding the number of students to be admitted to the Advertising BA program each year. It was determined that due to limited classroom space, computer labs and software, as well as limited faculty numbers, the total number of students should be capped at a maximum of 58 (the figure achieved for AY24-25), pending further discussion and addition of new specialization(s).

**Step 5B: Dialogue Participants (check all that apply):**

Administrator ,Committee, Faculty, Staff

**Step 5C: Evidence of Dialogue:**

Progress was discussed at faculty meetings during the Fall 2024 and Spring 2025 semesters. The program director also met with individual faculty groups (Creative, Digital Media Strategy, Strategic Brand Management) to discuss overall direction of each specialization, enrollment numbers and capacity.

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

APR recommendations

**Step 5E: Other Improvements (Full Description):**

None

**Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle  
(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 6B: Status Update on Previously Identified Action Plan(s):**

Fully implemented

**Progress:**

Complete

