

IMC BS 2023-2025 Plan

Integrated Marketing Communications BS - Multisite

Program Description or Mission: The faculty meet to develop assessment plan, review the results and develop uses of results.

Rationale for ending or modifying assessment: To improve our ability to ensure programs that are offered at multiple sites have the same outcomes, we have combined this site with the others in Integrated Marketing Communications BS - Multi-site.

Program sites: Desoto, Oxford, Tupelo

Outcome: Key Concepts

Graduating seniors will understand key concepts of Integrated Marketing Communications, including strategies and tactics used to convey powerful and consistent brand messages, as well as mass communication key competencies.

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2023 - 8/31/2025

Start Date: 05/01/2023

End Date: 08/31/2025

Type of Educational Outcome: Student Learning

Assessment Methods

Embedded Course Assessment - Faculty teaching IMC 104 (freshmen), IMC 391 (sophomores/juniors), and IMC 455 (seniors) will administer the test each semester, to track knowledge gains across 18 competency areas. Multiple-choice questions in a pretest and post-test will assess knowledge gains within the six elements of IMC: advertising, public relations, marketing, promotions, event marketing, new media, and direct marketing. The test also will assess knowledge of the 12 competencies required by the School's national accrediting council: press/speech freedom, history/roles of professionals, diversity, global impact, theories & images, ethics, critical thinking, research, tools & technology, writing, evaluation, and numeracy. (Active)

Criterion of Excellence: Criterion of Excellence: At least 80% of IMC students will achieve an average overall score of 80% on the post-test.

Comments and notes for UAC (optional): The IMC faculty are designing this broad new measure to assess knowledge gains and application of key concepts relevant to marketing communications and other basic competencies across the curriculum.

Employer Survey/Employment - After IMC students complete an internship for course credit, their supervisor is asked to complete an online evaluation of the intern's performance and skills, to assess how well they are performing in professional settings. This survey will be used to evaluate how well IMC students can apply key concepts in the workplace. (Active)

Criterion of Excellence: On average, at least 85% of intern supervisors will select "Strongly Agree" in response to each of the following 12 statements on the intern evaluation questionnaire, which reflect the accrediting council's 12 key competencies, will be used to assess professional preparation: "1. Intern understands the role of communication as it relates to the mission and goals of our organization. 2. Intern understands and can apply First Amendment principles and the law appropriate to professional practice. 3. Intern works ethically in pursuit of truth, accuracy, fairness and diversity. 4. Intern shows sensitivity to diversity and cultural issues in verbal and visual communication. 5. Intern is able to think critically and independently. 6. Intern writes correctly and clearly in appropriate forms and styles. 7. Intern understands and/or uses good visual communication concepts and techniques. 8. Intern demonstrates creativity in completing assignments. 9. Intern can apply basic numerical and statistical concepts. 10. Intern demonstrates effective skills in the use of appropriate technology and software. 11. Intern demonstrates research and fact-finding skills. 12. Intern can critically evaluate his/her own work for accuracy and fairness, clarity, appropriate style and grammatical correctness."

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Related Goals

General Education

General Education - University of Mississippi baccalaureate-seeking students demonstrate analytical reasoning/critical thinking.

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success

Outcome: Promotional Copywriting

Students will demonstrate the ability to develop promotional copy that reflects proficiency in strategic thinking, persuasion, creativity, writing and editing.

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2023 - 8/31/2025

Type of Educational Outcome: Student Learning

Assessment Methods

Embedded Course Assessment - IMC 390 (Writing for Advertising) is a required, multi-section core course, in which faculty will assign three writing projects: a print ad, direct marketing letter, and a press release/feature story. Instructors developed three rubrics to evaluate the writing quality of these promotional copywriting assignments including appropriateness of ideas, writing mechanics, creativity, persuasiveness, and professionalism. (Active)

Criterion of Excellence: At least 80% of students will achieve an average score of 85% or higher across all three rubrics.

Other - Graduating student surveys: Every year, UM reports data online from a Graduating Student Survey. IMC seniors will express confidence in their ability to write effectively for different purposes and audiences. We will assess perceived copywriting skills, using four writing-related survey questions: "I developed the ability to write effectively"; "Upon graduation, I felt well-prepared with my skills in promotional copywriting"; "I composed and/or collected by writing in a portfolio or e-portfolio"; and "I developed a personal writing process that involves brainstorming, drafting, and revising." (Active)

Criterion of Excellence: For each of the four items, IMC graduating seniors will receive an average score of at least 4.4 on a 5-point Likert scale.

Related Goals

General Education

General Education - University of Mississippi baccalaureate-seeking students demonstrate effective written communication.

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success

Outcome: Student Satisfaction

The IMC program provides satisfactory educational experiences

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2016 - 8/31/2018, 9/1/2018 - 8/30/2020, 9/1/2020 - 8/31/2022, 9/1/2022 - 8/31/2024

Type of Educational Outcome: Educational Program

Integrated Marketing Communications BS - Multisite

Assessment Methods

Other - Every year, UM reports data online from a Graduating Student Survey. We selected a program satisfaction question from this survey to assess student satisfaction with the IMC program. (Active)

Criterion of Excellence: IMC graduates will receive an average score of at least 4.0 on a 5-point Likert scale on the program satisfaction question: "I was pleased with the overall quality of my academic experience."

Related Goals

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success

UM 2020 - Priority of Excellence 4: The Collegiate Experience

Outcome: Professional Preparation

IMC students and graduates are well prepared for IMC-related internships, employment, and/or post-graduate educational positions.

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2023 - 8/31/2025

Type of Educational Outcome: Student Achievement

Assessment Methods

Other - Every year, UM reports data online from a Graduating Student Survey. We selected two questions from this survey to assess professional preparation. (Active)

Criterion of Excellence: IMC graduates will receive an average score of at least 4.0 on a 5-point Likert scale, in response to two professional preparation questions: "I was prepared to assume the responsibilities of my chosen profession" and "I feel well-prepared to land a job in my desired career field."

Employer Survey/Employment - An intern evaluation survey for supervisors, launched will be used to evaluate the overall professional preparation of IMC students in the workplace. Three Likert-scale questions from the intern evaluation questionnaire will be used to assess professional preparation: "Intern's academic preparation was adequate for this internship," "Intern's previous experience contributed to his or her success," and "The quality of the intern's work is high." (Active)

Criterion of Excellence: IMC interns will receive an average score of at least 3.4 on a 4-point scale, on the three professional preparation survey questions.

Related Goals

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success

Outcome: Campaign Elements

Students will understand Integrated Marketing Communications campaign elements, including the strategies and tactics used to convey powerful and consistent brand messages.

Current Outcome Status: Currently Assessing

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Outcome Assessment Cycle: 9/1/2023 - 8/31/2025

Type of Educational Outcome: Student Learning

Assessment Methods

Capstone Assignment/Project - IMC 455 (IMC Campaigns) is a required, multi-section course where this learning outcome will be assessed. Faculty teaching IMC 455 will have students produce assignments that apply the knowledge they have gained from other required classes. Instructors will use a modified rubric to evaluate the final campaign project. (Active)

Criterion of Excellence: For each item on the evaluation rubric, “above average” will be defined as least 88% on the rubric items about key campaign dimensions including brand, research insights, audience analysis, creativity, and campaign design.

Comments and notes for UAC (optional): IMC 455 instructors continue to modify this method, to more effectively assess capstone assignments instead of client presentations. So far, doing this has facilitated more data collection, since not all sections involve client presentations.

Other - Every year, UM reports data online from a Graduating Student Survey. IMC seniors will feel well-prepared to use specific skills to produce effective campaigns. Each statement begins with: “Upon graduation, I felt well-prepared with my skills in...” and then names each of the following skills: market research, brand management, public relations, advertising, campaign planning and management, data analysis, group leadership/persuasion, and strategic thinking. (Active)

Criterion of Excellence: IMC graduating seniors will receive an average score of at least 4.5 on a 5-point Likert scale (90%), in response to eight statements about IMC campaign elements.