

ADVERTISING

Mission Statement

Our primary goal is not to teach a specific skill but develop a person's capacity for innovation. We strive to distinguish the UWF Advertising program as both a demanding, respected program as well as a national center of creative advertising excellent.

Student Learning Outcomes

The graduate of the UWF Advertising program will be able to:

Content

- Describe how advertising is coordinated, managed and integrated into the marketing mix
- Use advertising terminology accurately
- Identify career paths in advertising

Critical Thinking

- Apply creative and problem solving skills to address advertising challenges
- Evaluate the effectiveness of advertising strategy and tactics

Communication

- Conceive, write, design, edit, produce and evaluate effective advertising
- Use industry-standard technology
- Display proper use of spelling, grammar, and style

Character/Integrity/Values

- Describe contemporary ethical issues in advertising
- Make informed ethical decisions in professional practice

Project Management

- Plan, develop, execute and present an integrated advertising communication plan
- Practice effective time management strategies

Assessment of Student Learning Outcomes

Students in the Communication Arts will be building a professional portfolio of materials through their coursework. The portfolios will document what you have learned as well as what you have learned to do. To assess the progress of students in Communication Arts, professors in the department will work with practitioners in journalism, telecommunications, advertising, public relations and organizational communication to evaluate how effectively students have met our professional expectations.

Job Prospects for Communication Arts Graduates

Reporter

Editor

Public Relations Specialist

Public Information Officer

Advertising Specialist

Advertising Sales

Filmmaker

Television Producer

Human Resource Agent

Journalist

Consultant

Media Manager

Find Out More about Advertising at UWF:

<http://uwf.edu/commarts>