

SENIOR ASSESSMENT PORTFOLIO CHECKLIST: PUBLIC RELATIONS/ADVERTISING : Advertising Emphasis

Name of student \_\_\_\_\_

Date Received \_\_\_\_\_

Student ID# \_\_\_\_\_

Professional Materials

Cover letter, Resume, References \_\_\_\_\_

Student work from specific required classes:

1. PRL 261 (161), Introduction to Public Relations: A media release and a feature story.
2. ADV 335, Advertising Strategy: Two copy creation assignments.
3. ADV 343, Media Planning: A Media Plan
4. ADV 444 or 441, Advertising Campaigns and Integrated Marketing Communication: An advertising campaign.
5. ADV 446, Seminar in Advertising: A major paper or analysis.
6. COMM 494, Mass Communication Law and Ethics: First Amendment essay and Ethics essay.
7. COMM 495, Mass Communication Research: An annotated bibliography on a media research topic and an SPSS printout on one of their class assignments with a short analysis of the results.
8. COMM 497, Career Planning and Professional Development: Current cover letter, resume and list of three references at the time of their capstone semester.
9. One of the directed electives is required to be a writing course. Two samples of copy from one of the writing classes.

Samples from the directed electives (emphasis specific: ADV or PRL): Any materials gained from skills classes (writing and design courses) or specific classes (e.g., Special Events and Promotions) may be included.

Faculty signature \_\_\_\_\_

Date \_\_\_\_\_