

Advertising Student Achievement

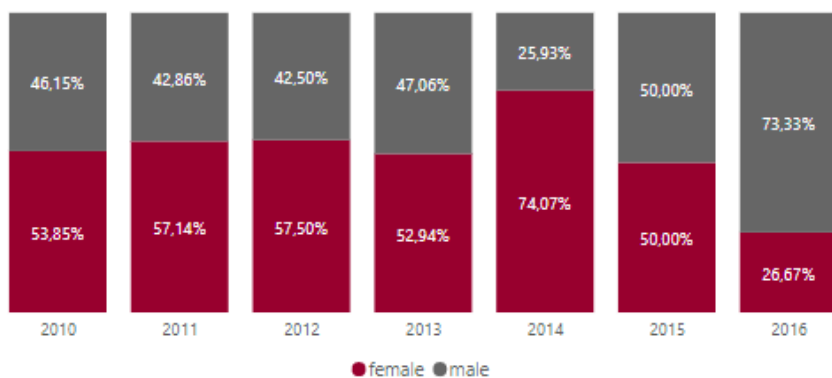
Degree Profile for the Advertising program

The graduate in Advertising from UDŁA is a competent professional, an entrepreneur with an international/global vision who demonstrates business ethics together with social commitment and responsibility. He/she combines creativity, technology, and innovation to develop communication strategies in favor of social, political, and business issues.

The UDŁA Advertising graduate critically analyzes communication and marketing problems to propose solutions according to new market trends and technologies. He/she uses specialized terminology along with advertising research techniques as inputs to undertake strategic planning processes. In addition, the graduate is able to work in teams to develop advertising projects and meet organizational strategic objectives in both the public and private sectors. He/she will also apply quantitative reasoning in collecting, interpreting, and evaluating data related to advertising projects and strategic use of creative resources.

It is expected that the advertising professional who graduates from UDŁA will demonstrate ethics in the development of communication campaigns and creative products to persuade different target audiences.

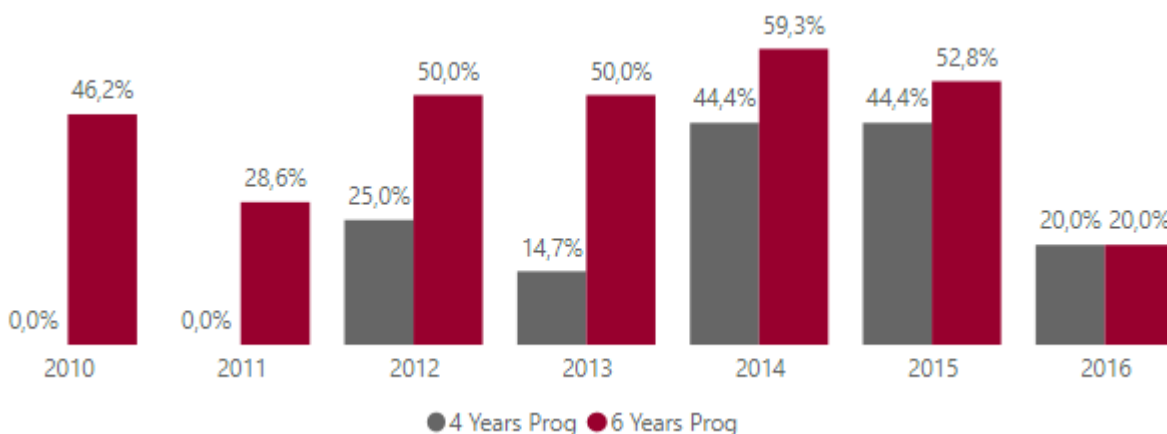
GRADUATION BY GENDER



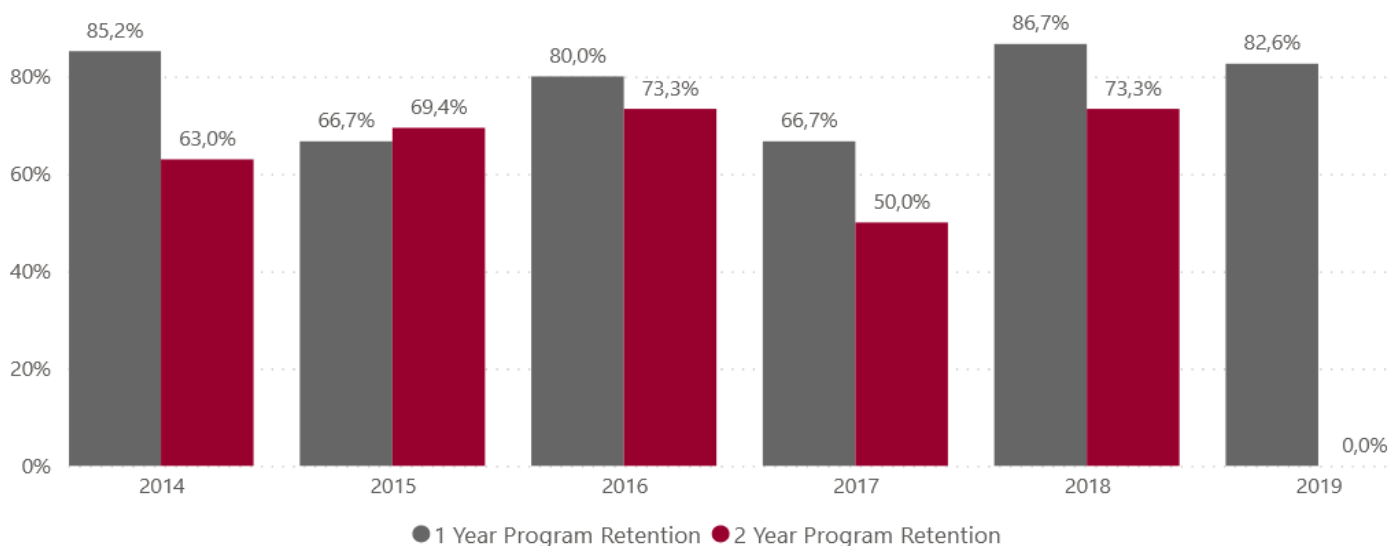
Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, regardless of whether they enroll in the daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

The duration of the Advertising program has duration of 4years and 150% of that amount. The percentage of graduates in each cohort by gender considers only actual graduates, not the original makeup of the cohort.

GRADUATION



RETENTION



Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

A graduate of the Advertising program will be able to:

1. Evaluate relevant information concerning advertisers, target audiences, and media for strategic advertising with social, political, or commercial purposes.
2. Apply methodological tools for data collection in advertising research.
3. Develop advertising strategies to address advertisers' needs based on an initial assessment.
4. Develop media plans based on analysis of the target audience's behavior and media consumption.
5. Design advertising campaigns in multiple formats, adapting the content to mass and alternative media according to target audiences.
6. Produce graphic pieces or advertising audiovisual products, using new information and communication technologies.

