Senior Assessment Portfolio Checklist/Evaluation

Advertising

Name of Student: ___________________________  Student ID Number: ______________________

Year of Graduation: Fall _______ Spring _______ Summer _______

Due Dates: 23-25 November for Fall Semester
21-23 April for Spring Semester
Will be noted in MC4307 syllabus for Summer Semester

Attach this checklist with your name, student ID number and year of graduation to your senior portfolio and submit it in MC 4307 or MC4306-AAF Team.

Professional Materials (for check off only)
Cover Letter ☐  Resume ☐  References (3): names and email addresses only ☐

Required Advertising Materials (for a score of 1-5)
2 samples of TV ads (from MC4316G or other classes) ___________
2 samples of print ads (from MC4316G or other classes) ___________
2 samples of radio ads (from MC4316G or other classes) ___________
2 samples of Internet ads (from MC4316G or other classes) ___________
Media plan book (from MC3372) ___________
Account Planning book with creative brief (from MC4317) ___________
Campaign plans book (from MC4307 or MC4306-AAF Team only) ___________

Average Score ___________

Students may include additional work samples from the following courses (for check off only)
Advertising Copy and Layout II (MC4316H) ___________
Web Design, Digital Media and Media Design (MC4315, MC 4381, MC 3390) ___________
Writing for the Mass Media (MC 1313) ___________
Media Practicum/Internship (MC2111, MC4130, MC 4230, MC 4330) ___________

Evaluated by Faculty: ______________________  Signature ____________________ Date: __________

Portfolios will be available for retrieval during the exam week of the semester from Lampasas 212.