

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.