CAPSTONE COURSE SPRING 2015 (DIRECT MEASURE)

The school’s faculty has identified a senior capstone course for advertising and public relations and journalism. External evaluators from the professional community will evaluate the final project in capstone courses based on a rubric that identifies educational outcomes.

Capstone courses include:
- **Advertising:**
  - CMMN A414 Advertising Capstone: Ad Campaigns or
  - CMMN A415 Advanced Advertising Campaigns (Ad Team)
- **Public Relations:**
  - CMMN A418 P.R. Capstone: PR Campaigns or
  - CMMN A419 Advanced PR Campaigns (Bateman)
- **Journalism:**
  - CMMN A490 Journalism Capstone

ANALYSIS: CAPSTONE COURSE (DIRECT MEASURE)

**CMMN A414 Advertising Capstone and CMMN A418 Public Relations Capstone**
were combined in the spring 2015 for the capstone course. The client was Luke’s House Clinic. There were two evaluators.

Evaluators: 1. Lisa Lynde, Executive Director 2. J. Casey Martin, Board member.

The evaluators were asked to assess the student’s work on a scale of 0-4. The scale for critique ranges from:
- 0 = not at all
- 1 = not very well
- 2 = average
- 3 = well
- 4 = very well

1. The work shows an understanding of the subject and of the needs and wants of the audience for which the work is intended = 4, 4
2. The report shows thorough, balanced, fair research and writing as well as work sensitive to issues of gender, race, ethnicity and sexual orientation = 4, 4
3. The truthful and accurate work is effectively organized to engage and hold the attention of the audience = 4, 4
4. The work is clear, concise, correct in grammar, punctuation, spelling and conforms to AP style (where appropriate) = 4, 4
5. The work integrates words, numbers, images and sound (where appropriate) effectively = 4, 4

Comments:

Excellent work! Very encouraging and challenging! We are ready to move forward!
Analysis:
These assessments reveal all perfect scores. This capstone is being taught with both advertising and public relations students jointly to ensure a more integrated experience.

ANALYSIS: CAPSTONE COURSE 2014-2015 (DIRECT MEASURE)
CMMN A419 Advanced Public Relations Campaigns: Bateman Team
The client was Home Matters. There were three outside evaluators.

Evaluators: 1. Christine Rigamer, APR, Communications Manager, Gambel Communications 2. Leslie Doles, Leslie Doles PR and Communication 3. Katie Fauquier, Account Supervisor, Deveney Communications. The client was Home Matters. The evaluators were asked to assess the student’s work on a scale of 0-4. The scale for critique ranges from:
0 = not at all
1 = not very well
2 = average
3 = well
4 = very well

1. The work shows an understanding of the subject and of the needs and wants of the audience for which the work is intended = 4, 4, 3
2. The report shows thorough, balanced, fair research and writing as well as work sensitive to issues of gender, race, ethnicity and sexual orientation = 4, 4, 4
3. The truthful and accurate work is effectively organized to engage and hold the attention of the audience = 4, 4, 4
4. The work is clear, concise, correct in grammar, punctuation, spelling and conforms to AP style (where appropriate) = 4, 4, 3
5. The work integrates words, numbers, images and sound (where appropriate) effectively = 4, 4, 4

Comments:
“I am constantly impressed with the level of quality work produced by the Bateman team. The strategic manner in which they research, play, implement and evaluate their efforts is in line with current industry standards. As an alumna of the School of Mass Communication and the Bateman program, I can personally attest to the positive impact the program has on students and the development of their prospective career paths.”
“Well-organized, strategic and thoughtful best describe the effort of the team. Always professional and well coached. Loyola Students represent the University and quality of the Communications program.
Loyola Students with Bateman experience are always qualified candidates for entry level PR and communications positions with meaningful hands-on experience in campaign planning and execution.”
“The Bateman Team showed great enthusiasm and grace under pressure. Their project was strategic, thoughtful and garnered great results. Most importantly, the team responded to feedback with great attitudes. So proud of them!

Analysis:
These assessments reveal almost perfect scores. The team ranked 1st in the nation for the Public Relations Bateman Case Study Competition.

ANALYSIS: CAPSTONE COURSE 2014-2015 (DIRECT MEASURE)
CMMN A 415 Advanced Advertising Campaigns: Ad Team
The client was Pizza Hut. There were two outside evaluators.


The evaluators were asked to assess the student’s work on a scale of 0-4. The scale for critique ranges from:
0 = not at all
1 = not very well
2 = average
3 = well
4 = very well

1. The work shows an understanding of the subject and of the needs and wants of the audience for which the work is intended = 4, 4, 4
2. The report shows thorough, balanced, fair research and writing as well as work sensitive to issues of gender, race, ethnicity and sexual orientation = 4, 4, 4
3. The truthful and accurate work is effectively organized to engage and hold the of the audience = 4, 4, 4
4. The work is clear, concise, correct in grammar, punctuation, spelling and conforms to AP style (where appropriate) = 4, 4, 4
5. The work integrates words, numbers, images and sound (where appropriate) effectively = 4, 4, 4

Comments:
“Clean, concise, direct, educational and well rounded. Very professional and distinctive”
“Great campaign… Great job!”
“Very Impressive, strategic and thoughtful. Well designed, clean and direct. Solid team delivery and communication. Well Done!”

Analysis:
These assessments were given at the team’s presentation practices that were preformed days before the competition. These assessments display almost perfect scores,
with the exception of one “well,” instead of “very well” in the area of the work is clear, concise, correct in grammar, punctuation, spelling and conforms to AP style (where appropriate).

The Ad Team earned perfect scores from the evaluators across the board. The team went on to place second in region in the National Student Advertising Competition of the American Advertising Federation.

ANALYSIS: CAPSTONE COURSE 2014-2015 (DIRECT MEASURE)
CMMN A490 Journalism Capstone
There were two evaluators from Nola.com/The Times Picayune. Student work actually appeared on Nola.com.

Evaluators: 1. Angel Thompson, Community News Managing Producer at Nola.com

The evaluators were asked to assess the students’ work on a scale of 0-4. The scale for critique ranges from:
0 = not at all
1 = not very well
2 = average
3 = well
4 = very well

1. The work shows an understanding of the subject and of the needs and wants of the audience for which the work is intended = 4, 4

2. The report shows thorough, balanced, fair research and writing as well as work sensitive to issues of gender, race, ethnicity and sexual orientation = 4, 3

3. The truthful and accurate work is effectively organized to engage and hold the attention of the audience = 4, 4

4. The work is clear, concise, correct in grammar, punctuation, spelling and conforms to AP style (where appropriate) = 4, 4

5. The work integrates words, numbers, images and sound (where appropriate) effectively = 4, 4

Comments:
“The students did a great job with reporting and writing the stories for us.”

Analysis:
These assessments reveal almost perfect scores and reveal the students’ competency in conducting professional work.