



## **Annual Report on Program Learning Outcomes Assessment**

**Program:** MS Advertising

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### **1. List the learning outcomes for the program:**

- Gain knowledge, understanding and direct experience with regard to the economics and workings of the advertising industry
- Demonstrate an ability to resolve contemporary marketing problems from strategic, creative and technological perspectives
- Demonstrate proficiency in analyzing and interpreting research data that is fundamental to innovative problem solving and creative thinking
- Demonstrate independent thinking in individual and team settings and the confidence to express ideas using coherent, persuasive skills in writing and oral presentation