

2024 MARKETING COMMUNICATIONS ANNUAL PROGRAM ASSESSMENT

Name of Program: Marketing Communications

Report prepared by: [Nancy Roberts](#)

1) The degree offerings: BS Marketing Communications, BS/MBA Marketing Communications, Marketing Communications Certificate, and Digital and Social Media Marketing Certificate

2) Progression /Graduation update (NECHE 8)

- Declining Enrollment: There is a general trend of declining enrollment from 2019 to 2023. According to the Institutional Report the number of students decreased from 42 in 2019 to 27 in 2023. According to CAMS data, I advised 35 students last year so there is a discrepancy but the numbers are still declining. It isn't clear where the BS/MBA students are counted in the Institutional Research data so that might explain the discrepancy. This is somewhat surprising because the program merged with the College of Business' BS in Business Administration with a concentration in Marketing Management program that had an enrollment of 26 students in 2021 and 16 in 2022. Also, the program added the BS/MBA degree which should appeal to prospective students.
- Increasing retention: Retention for second year students from 2022 to 2023 was 100% which is a tremendous increase. This is an ongoing trend since retention increased from 67% in 2019 to 88% in 2021.

3) Program's Mission Statement (NECHE standard 1):

- Marketing Communications Bachelor of Science degree program at Husson University's New England School of Communications is dedicated to preparing students for professional excellence in the business, communications, marketing and advertising industries by fostering creativity, professional knowledge, and technical expertise through experiential learning that emulates the work environment.
- This mission statement aligns with the following items included in the University's mission statement:
 - A commitment to student empowerment and support for student success.
 - An undergraduate and graduate curricula that are challenging, relevant, and promotes critical thinking, self-confidence and strong communication skills.
 - Principles of ethical behavior and social responsibility.
 - Lifelong learning in preparation for the challenges of a constantly changing world.
 - A diverse cultural and global perspective achieved through student development and experiential learning opportunities that reinforce our commitment to a strong Husson community.

4) Faculty updates (NECHE Standard 6)

The Marketing Communications program consists of one full-time and four adjunct faculty, each with their own specialized areas of expertise and contributions to the curriculum. Each faculty member brings their unique skills to provide students with a

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diverse range of expertise and perspectives. Their dedication to staying updated with industry advancements, developing innovative curriculum, and fostering student learning contributes to the overall success and quality of the education students receive at Husson University.

- Nancy Roberts responsible for teaching public relations, advertising, and the capstone courses Agency Practicum I and II. She became certified in Effective College Instruction through the American Council on Education in 2020. She also became certified in Fundamentals of Media Relations through MuckRack. Nancy has taken the initiative to learn about Artificial Intelligence platforms and how they are being utilized in the industry. She is actively developing a curriculum that introduces concepts related to power skills as well as AI. Her efforts aim to incorporate emerging technologies and industry trends into curriculum that provides students with up-to-date knowledge and skills for the new jobs being offered in the industry.
- Current adjunct faculty retain jobs doing what they teach so students have the experience of learning from experienced professionals in the industry.
- In 2023 Nancy mentored a College of Business faculty member in a comparable ACUE class being offered by Husson University. As part of that mentorship she reworked the capstone course to meet ACUE and Quality Matters standards.
- Ongoing work is happening to update additional courses. Shane Perry has been hired to create a Digital Marketing II that will replace the Search Engine Marketing class which is no longer relevant. This new course will be current to the industry in the use of social media advertising, email marketing and other digital marketing initiatives and allow students to develop skills in a growing career area. .
- Sarah Smiley is working with Nancy on updating, and creating an open source textbook, for Public Relations Techniques.

5) Program Goals / Strategic initiatives (NECHE Standard 2, 5):

Goals from the previous year:	Met / Not Met	Assessment summary:	Action
Increase enrollment in the Marketing Communications program	Not met	Enrollment data from Office of IR shows program enrollment had decreased.	Worked with Supervisor and Marketing department to create video featuring a new grad, add content to the Husson website, and on a keyword promotional campaign. Did presentations for 100 students at UTC and another 35 students at Brewer High School. Participated in Husson Alive, Maine Media Camp and school tours. Met with admissions coordinators to ensure that

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<p>Continue to develop the structure for curricular mapping, program evaluation, and student assessment in the Marketing Communications</p>	<p>Ongoing</p>	<p>To confirm institutional effectiveness as related to postgraduate student success and determine the quality of the instruction and learning.</p>	<p>they are knowledgeable about the program. Maintain program social media to outreach to prospective students and parents.</p> <p>Revised the capstone course to align with programmatic outcomes and meet ACUE and Quality Matters guidelines.</p>
<p>Refine the student-run agency as a practicum and capstone course for students.</p>	<p>Met</p>	<p>The agency has enrolled students and clients and post experience reviews are positive.</p>	<p>One Circle Agency enrolled with 24 students that worked with eight clients during the year. A team also participated in a national competition where they placed 21st. Began charging clients and developed a budget to cover some of the agency expenses. Created a handbook to orient new students.</p>
<p>Continue to strengthen relationships in the nonprofit and business community to provide students “real world” projects in class as well as internship and job opportunities.</p>	<p>Met</p>	<p>All students interested in an internship got one and several were offered jobs after completing their internship.</p>	<p>Nancy served on the Maine Public Relations Council (MPRC) Board of Directors and the Public Relations Society of America Universal Accreditation Board. Students were able to attend MPRC professional development conference held on campus in</p>

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			<p>December. Students also attended the MaineStay conference and the Public Relations Student Society of America conference in Boston in February where they heard from executives of Johnson & Johnson, Verizon, Amazon, IBM and more. Advised the new Marketing PRos club. The Chapter held weekly meetings and a headshot fundraiser at the Career Fair. They toured Pulse agency in Bangor and two agencies VIA and iBec Creative in Portland as well as attending the PRSSA Regional Conference in Boston. Students met with alums in Boston and Portland as part of the trips.</p>
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Goals for the <u>upcoming</u> year:	Assessment planning:	Notes
<p>Increase enrollment in the Marketing Communications program program</p> <p>Continue to refine the student-run agency as a practicum and capstone course for students.</p> <p>Continue to develop curriculum to reflect the industry standards.</p>	<p>Find additional ways to market the program.</p> <p>Continue outreach to high schools, tech schools, and community colleges in New England.</p> <p>Refine the curriculum to ensure professional skills are developed. Identify and submit work to contests or award programs for recognition.</p> <p>Determine the success of the open source textbook in Public Relations Techniques.</p> <p>Complete Digital Marketing II class development with syllabi and rubrics</p>	<p>There often is an expense to submit entries for awards so this will need to be budgeted.</p>

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Continue to develop the structure for curricular mapping, program evaluation, and student assessment for the program.	<p>and submit for approval to run in Spring 2025. Consider integrated textbook usage for select classes.</p> <p>The continue the development of assessments based on program outcomes for select courses.</p>	
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6) Curricular mapping / Outcome assessment (NECHE Standard 4, 8)

Student Learning Outcome	Courses mapped to SLO	Summary for the given academic year	Action
1. Students will apply strategic communication in all forms including written, verbal, visual, digital, interpersonal, and interprofessional as appropriate for the profession.	MC116, MC317, MK216, MK322, MK326, MK418, MK422		
2. Students will apply industry-wide legal and ethical standards.	MK216, MC317, MK326, MK418, MK422		
3. Students will conduct primary research utilizing industry standard techniques and in-depth analysis to identify consumer markets and behavior along with pertinent social, economic, cultural, and political influences.	MK216, MC317, MK220, MK328, MK315, MK322, MK338, MK418, MK422		
4. Students will evaluate the use of theory, concepts, and terminology as appropriate for the task and profession.	MC116, MC317, MK216, MK220, MK315, MK322, MK326, MK328, MK338, MK418, MK422		

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5.Students evaluate current tools and technology to create marketing communications plans and produce commercially viable products that meet client needs.	MC116, MC317, MK216, MK220, MK315, MK322, MK326, MK328, MK338, MK422		
6.Understand the history and career opportunities within the industry	MC116, MK315, MK418, MK422		

7) Executive Summary:

The previous year saw notable achievements and challenges for the Marketing Communications program. While the goal of increasing enrollment was not met, with enrollment data indicating a decrease, significant efforts were made to promote the program. These included providing content for promotional materials, conducting outreach presentations, participating in events like Husson Alive and Maine Media Camp, and maintaining active social media engagement. Additionally, the structure for curricular mapping, program evaluation, and student assessment was further developed, focusing on confirming institutional effectiveness and the quality of instruction and learning. The student-run agency, a critical component of the program, was successfully refined as a practicum and capstone course, enrolling students and clients, receiving positive reviews, and beginning to charge clients to cover some expenses. A challenge that the Agency faced was the flood that occurred in October forcing the Agency to relocate for the rest of the semester. Furniture was replaced and we were able to return in January.

A highlight of the year was the number of outside events students were able to participate in. Students attended the Maine Stay conference in October, the Maine Public Relations Conference in December and the Public Relations Student Society of America conference in Boston in February. They also toured Sutherland Weston Agency and Pulse Marketing Agency in Bangor as well as VIA Agency and iBec Creative in Portland. They met with alums in Boston and Portland as part of those trips.

Looking ahead, the program aims to increase enrollment through continued outreach to high schools, tech schools, and community colleges in New England. Efforts will also focus on

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further developing the student-run agency, including submitting work for contests and awards, with budget considerations for entry fees. Enhancing curricular mapping, program evaluation, and student assessment remains a priority, with a focus on developing assessments based on program outcomes. Additional marketing strategies will include meeting with admissions coordinators, maintaining program social media, and participating in various promotional activities to attract prospective students. Strengthening relationships with the nonprofit and business community will continue to provide students with real-world project experience and opportunities for internships and jobs.

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