

## 2023 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 2018 to 2022. The number of students decreased from 41 in 2018 to 24 in 2022. 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 increased from 67% in 2019 to 88% in 2021. Third year retention is flat at 44% while fourth year retention increased from 22% in 2019 to 43% in 2020.

### **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 three 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 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](#) is 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. This year she 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.

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

Goals from the <u>previous</u> 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 add content to the Husson website and on a keyword promotional campaign.
Continue to develop the structure for curricular mapping, program evaluation, and student assessment in the Marketing Communications	Not met	To confirm institutional effectiveness as related to postgraduate student success and determine the quality of the instruction and learning.	Work on developing the curriculum and the space for the student-run agency took precedence over this goal.
Develop a student-run agency as a practicum and capstone course for students.	Met	The agency was established with a dedicated space this year. One Circle Agency has a wait list for clients.	One Circle Agency enrolled with 19 students that worked with seven clients during the year. They also worked with a TikTok Influencer who has 17+ million followers to promote Husson University.

<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>Serving on the Maine Public Relations Council (MPRC) Board of Directors and the Public Relations Society of America Universal Accreditation Board. Students were able to participate in several MPRC professional development sessions. Advised the Public Relations Student Society of America Chapter as they merged with the Marketing and Sales Club. The Chapter held weekly meetings, a fundraiser, two workshops, and attended the PRSSA Regional Conference in Boston.</p>
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Goals for the <u>upcoming</u> year:	Assessment planning:	Notes
<p>Increase enrollment in the Marketing Communications program</p> <p>Continue to develop a student-run agency as a practicum and capstone course for students.</p> <p>Continue to develop the structure for curricular mapping, program evaluation, and student assessment for the program.</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>Develop a handbook that can be used by students enrolled in the class. Identify and submit work to contests or award programs for recognition.</p> <p>The next step is developing the assessments based on program outcomes.</p>	<p>There often is an expense to submit entries for awards so this will need to be budgeted.</p>

**6) Curricular mapping / Outcome assessment (NECHE Standard 4, 8)**

<b>Student Learning Outcome</b>	<b>Courses mapped to SLO</b>	<b>Summary for the given academic year</b>	<b>Action</b>
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		
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:

A significant achievement for the program was the launch of the student-run agency this year. This involved developing two classes- Agency Practicum I and II as well as the renovation of space that includes a maker workspace and a conference room to meet with clients. Also related to the agency, is an opportunity to enter contests and award programs to raise the profile of the agency as well as the program. Threats and challenges continue to be dropping enrollment numbers. A lower population combined with reduced interest in going to college and the fact that community colleges in the state are currently offering free tuition have all been factors. The program continues to run with a lean budget. The increased construction expenses for the student-run agency space prohibited the purchase of the desired furniture. The space would be more functional for students if those chairs and tables could be purchased. The student-run agency does have annual expenses that may warrant it having its own budget line. Items such as supplies for client presentations, reimbursement for student mileage, entry fees, and refreshments for open houses are routine expenses.