

2025 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)

- BS MK – Marketing Communications = 33 students
- Marketing Communications Certificate=21 students
- Digital and Social Media Marketing Certificate=13 students

There is strong potential to reach 40 BA and BA/MBA students by FA 2025. Enrollment had been declining but is now increasing. In 2023 there were 28 students. In 2022 there were 24 students. The program had a high of 41 students in 2018.

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, one full-time faculty for another program that picks up some classes, 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.

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Nancy Roberts is responsible for overseeing the program, advising all students in the program, and 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 has revised the curriculum to include power skills as well as AI since they are now seen as vital to success in the industry.

- Collaborated with adjunct Shane Perry on an Advanced Digital Marketing course.
- Collaborated with Adjunct Sarah Smiley on a new Storytelling course that would be applicable to Film/Video and Sports Journalism students too.
- Collaborated with Theresa Ayotte on the curriculum of the student run agency. Recruited clients and conducted screening meetings to ensure that they would be a good match to work with students.
- Conducted a Personal Branding session with the Women in Business club.
- Presented a Personal Branding session at the Northern Light Professional and Organizational Development (POD) program.
- Submitted a presentation proposal titled, "Incorporating Power Skills in Student Agencies for Real-World Readiness" to the Public Relations Society of America's ICON conference being held in Washington DC in October.
- Serving on the Maine Public Relations Council board and Professional Development committee. Planned the annual Maine Public Relation Council conference along with recruiting the participants of an Influencer panel. Also, helped to organize monthly professional development sessions.
- Serve on the Bangor Symphony Orchestra's Marketing Committee drafting their 2025 season marketing plan.
- Attended MPRC Annual Conference with topics such as The Realist's Guide to AI and Communication, "Training Your Ethical Mind", Preparing to Survive and Thrive in our Dynamic AI Environment," "Leveraging Influencer Marketing for Brand Success" and a media panel.
- Attended Marketing to Gen Z and Generation Alpha

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	Met	Enrollment increased from 28 to 33 students.	Visited UTC marketing classes and EMCC's Digital Design class. Supported Admissions efforts by participating in Open Houses, Acceptance Student Days and meeting with prospective students.
Continue to refine the student-run agency as a practicum and capstone course for students.	Met	The course credit is now worth 4 credits to reflect the additional time students spend doing the work.	This year the curriculum was revised to include power skills and the use of AI.

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		Added power skills and the use of AI. Students won four Maine Public Relations Council Golden Award Awards	
Continue to develop curriculum to reflect the industry standards.	Met	Added an advanced Digital Marketing course and a storytelling course and more power skills development in all classes.	Worked with adjuncts who had expertise to develop both classes.
Continue to develop the structure for curricular mapping, program evaluation, and student assessment for the program.	Not Met	The next step is developing the assessments based on program outcomes.	Other goals and replacing two adjuncts took priority.

Goals for the <u>upcoming</u> year:	Assessment planning:	Notes
Increase enrollment in the Marketing Communications program.	Find additional ways to market the program. Continue outreach to high schools, tech schools, and community colleges in New England.	Continue to do outreach to high schools and support admissions efforts.
Continue to refine the student-run agency as a practicum and capstone course for students.	Began charging clients. Used client and student feedback to revise the classes.	Develop an Agency budget to meet the resource needs of the class and allow for submission to contests.
Continue to develop curriculum to reflect the industry standards.	To confirm institutional effectiveness as related to postgraduate student success and determine the quality of the instruction and learning.	Look at revising PR Techniques class to be a Content Creation class.
Continue to develop the assessment planning for Agency Practicum course and the new Adv Digital Marketing.	The next step is developing the assessments based on program outcomes.	Begin work on aligning individual classes.

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

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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	Students demonstrated strong proficiency in multi-channel communication through client projects, presentations, and integrated campaigns. Faculty noted improvements in adapting messaging for diverse audiences and platforms.	Continue embedding real-world projects and client interactions; expand cross-disciplinary collaborations to simulate professional environments.
2. Students will apply industry-wide legal and ethical standards.	MK216, MC317, MK326, MK418, MK422	Students successfully identified ethical considerations and legal constraints in campaign planning. Case study analysis improved awareness of intellectual property, privacy, and truth-in-advertising regulations.	Incorporate emerging topics such as AI ethics, influencer disclosure, and global advertising standards into curriculum.
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	Research projects and surveys showed marked improvement in data collection, interpretation, and reporting skills. Students applied findings effectively to make strategic recommendations to clients in the Agency Practicum courses. Clients were pleased with their efforts.	Increase integration of digital analytics tools into assignments; continue collaborative research with Agency clients.
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	Students consistently applied key marketing and communication theories in practical assignments. Faculty observed greater ability to connect theoretical frameworks with	Introduce reflective assignments on theory-to-practice connections.

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		campaign outcomes. Results of some of this work were presented at the Research and Scholarship Day.	
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	Students utilized industry-standard tools such as Adobe Creative Suite, Hive, and Meta suite to produce client-ready deliverables. Work produced in the agency was used by clients. Work quality and client evaluations demonstrated readiness for professional environments	Continue to incorporate AI tools where appropriate, particularly in the agency. Off opportunities for students to hear from alums or speakers about the use of AI in the industry.
6. Understand the history and career opportunities within the industry	MC116, MK315, MK418, MK422	Students gained foundational knowledge of the evolution of marketing communications and explored a variety of career paths through guest speakers, alumni events, job fairs, networking events, Agency tours and conferences.	Develop a structured mentorship program with alums/area professionals. Integrate more networking events and conference opportunities..

7) Executive Summary:

This year enrollment has increased and it looks like it will reach the goal of 40 students in the Fall of 2025. The BS/MBA offering has been appealing to prospective students. Another driver for last year's enrollment was the athletic department. Half the first year students are student-athletes. Husson Alive along with Maine Media Camp and high school classroom visits have helped the program to gain more exposure.

Experiential learning such as the student-run agency class and internships are very appealing to prospective students. Students continue to be able to get paid internships in the industry. Students interned at iBec Creative, Governor's Restaurant, Jackson Lab, Literacy Volunteers of America, Nancy Marshall Communications, and Sargent Corporation.

A highlight of the year was Agency students receiving a bonus from a client and four Golden Arrow awards from the Maine Public Relations Council. The Golden Arrows recognize the best

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work of communications, public relations and marketing professionals, and student practitioners based in Maine. Students also attended the MaineStay Conference, the Maine Public Relations Council Annual Conference and the Maine Tourism Conference. Tours were taken of three local agencies.

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 submitting student-run agency 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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