

Ensure Students Are Learning: Faculty Descriptions of Innovative Teaching Practices

Active Learning Through a Real-World Advertising Project

Innovative Teaching Practice Description:

In this course, students spend the semester completing an instructor-chosen, real-world advertising project. For the advertising project, students conduct the research necessary to identify their target audience and to determine what types of media are most appropriate for the product and target audience. The instructor groups students based on their interests—graphic design, social media, web copy, etc. While these teams work independently on their assigned component, all teams work together to produce a well-designed final product.

Once the project is complete, students evaluate themselves and anonymously evaluate the other students on their team; students score their other team members and write a paragraph justifying the score. The instructor factors this score into each student's final grade on the project. The other factors contributing to the overall project grade include the final product and the instructor's observations of communication within and between teams.

One student advertising campaign example is for a new General Education Core Curriculum Certification for the Dean of Arts and Sciences. The certification is a collection of classes that will satisfy the general education requirement for a two-year degree as well as for transfer to a four-year institution. The class surveyed other students to research what they knew about general education classes and transferring to a four-year institution. The class also researched effective communication strategies and how to advertise this new credential to students currently on campus and to prospective students.

Notes from the Instructor About This Innovative Teaching Practice:

The instructor will need to form partnerships and pursue opportunities for students to have a “real” client project to work on and display their knowledge.