

SENIOR ASSESSMENT PORTFOLIO CHECKLIST/EVALUATION
ADVERTISING

Name of student: _____ PLID _____

Professional materials (for check off only)

Cover letter, resume, references (at least three including at least one from Texas State faculty) _____

Advertising materials (for a score of 1-5)

2 samples of TV ads (from MC 3368 or other classes) _____

2 samples of print ads (from MC 3368 or other classes) _____

2 samples of radio ads (from MC 3368 or other classes) _____

2 samples of Internet ads (from MC 3368 or other classes) _____

Media plans book (from MC3372) _____

Campaign plans book (from MC4307) _____

Work samples from the following courses (for check off only)

[Foundation Classes]

3343, 3355, 3367, 4301, 4302, 4303, 4305, 4309, 4310, 4312 _____

[Writing Classes]

1313, 3306, 3320, 3383, 4313 _____

[Media Classes]

2111, 3394 _____

[Production Classes]

3307, 3311, 3312, 3319, 3375, 3390, 4336D, 4356H _____

[Research Classes]

3360, 3374, 4316 _____

Faculty signature _____ Date _____