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*mass communication*

# PORTFOLIO BUILDING

**Teaching Showcase 2023**

Center for Teaching & Learning

SFASU

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# ADVERTISING INDUSTRY



(creative)  
Portfolio

Attractive  
applicant



# CHALLENGES



Management track  
students



Internships



Resume

# ASSIGNMENT OVERVIEW

- Step 1

Create a blog. Personalize the domain, the design, the layout, the title, to fit your image.



# ASSIGNMENT OVERVIEW

## STEP 2.

Category 1:

10 U.S. advertisements

Category 2:

10 International advertisements

## BREAKDOWN



Review the advertisement

Identify the medium/vehicle

Provide critical analysis

# ASSIGNMENT OVERVIEW

## STEP 3. OPTION A.

- One interview with an ad industry professional
- Share the overview of the interview
- Key insights
- Moral learned
- Earn consent to publish online
- Cannot be related
  
- **Intention: network**

## STEP 3. OPTION B.

- Show your creativity
- Upload minimum of 15 self created entries to show the talent relevant to the advertising industry
- Photography, journalism, copywriting, audience analysis, media planning exercises, videography, creative briefs, social media analysis, social media campaign planning, etc.
  
- **Intention: self confidence + portfolio building**

# EXPECTATIONS

- Have a **buildable** portfolio
- Demonstrate their understanding and ability to analyze **domestic** and **international** ads
- Opportunity to **network**
- Showcase **creativity, strengths,** and **interest** areas



# OUR GOAL



# QUESTIONS

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