Janice Cho

mass communication

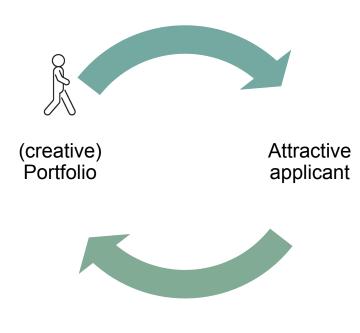
PORTFOLIO BUILDING

Teaching Showcase 2023 Center for Teaching & Learning SFASU

Janice Cho, Ph.D.

Department of Mass Communication

ADVERTISING INDUSTRY



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

Janice Cho

janice.cho@sfasu.edu

Assistant Professor – AD/PR Department of Mass Communication