

PBRL 2100 | Fundamentals of Strategic Communications and PR

Survey Project

Background

The School of Communications is in the process of developing a formal program to measure how well our major areas of study and courses achieve their learning outcomes. We are testing a program to survey students entering the Public Relations program to see how much they already know about public relations. Then as they graduate, we will give the same survey to see how much difference our courses and programs have made in their knowledge.

That's where you come in. The first assignment for PBRL 2100 will be for you to log into the survey below and answer the short essay questions. **THERE ARE NO RIGHT ANSWERS.** We just want to know how you would solve each problem. Give each question your best analysis, strategic thinking, and common sense. **You will receive 100 points for completing the survey which is a requirement to pass the course.** However, your individual answers will not be graded -- they will add to our body of data for the program. How you answer the questions will have no affect on your grade for this course.

Instructions

Log on to the URL shown below and complete the survey following the instructions shown. All students in the class must have completed the survey by the first class meeting of the second week of the semester.

<http://www.surveymonkey.com/s.asp?u=813502433393>