CURRICULAR PROGRAM CAMPAIGN STRATEGIES OF THE COLLEGE OF ARTS AND SCIENCES, CAVITE STATE UNIVERSITY-MAIN CAMPUS: AN EVALUATION

THESIS

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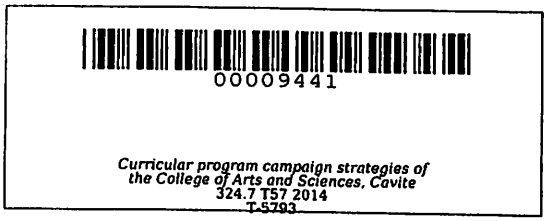
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Curricular program campaign strategies of the College of Arts and Sciences, Cavite
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ABSTRACT

TOLERAN, ALEJANDRIA B. Curricular Program Campaign Strategies of the College of Arts and Sciences, Cavite State University-Main Campus: An Evaluation. Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University. March 2013. Thesis Adviser: Mr. Allan Robert Solis.

The study was conducted to evaluate the curricular program campaign strategies of the College of Arts and Sciences (CAS), Cavite State University-Main Campus (CvSU).

Specifically, it aimed to determine demographic profile of the respondents; asses the awareness of the participants on the existing curricular program campaign strategies of CAS; and determine the effectiveness of the curricular program campaign strategies of the CAS, CvSU-Main campus using the back end evaluation namely: process, outcome and impact.

Descriptive method was used in gathering data. Survey questionnaires were administered to the participants. Convenient sampling was used to select 207 freshmen participants of CAS and 23 respondents from Department of Languages and Mass Communication. Frequency, percentage, mean, rank and standard deviation were used to analyze the gathered data.

The result of the study showed that the freshmen students were aware on the existing curricular program campaign strategies used by CAS.

On the other hand, evaluation of the selected DLMC faculty members to the curricular program campaign strategies revealed that on the process stage, the medium materials have been put out all over Cavite and it reached its target people. On the

outcome stage, the faculty members believe that curricular program campaign strategies have an affective change in terms of beliefs, attitudes, social and norms where there is also a behavior change or action made after seeing the campaign and also believes that there has no change in the policies of the College and University. For the impact stage, the target participants agreed that the campaign had total effects on the individual behavior, behavior's sustainability and the campaign produced its intended outcomes and results.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	vi
LIST OF TABLES	x
LIST OF APPENDICES	xi
INTRODUCTION	1
Statement of the Problem	4
Objectives of the Study	4
Significance of the Study	5
Scope and Limitation of the Study	6
Conceptual Framework	7
Definition of Terms	8
REVIEW OF RELATED LITERATURE	10
Synthesis	21
METHODOLOGY	22
Research Design	22
Time and Place of the Study	23
Sampling Technique	24
Data Gathering Procedures	24

Page

Research Instrument 25

Statistical Analysis 26

RESULTS AND DISCUSSION 27

SUMMARY, CONCLUSION, AND RECOMMENDATION 34

Summary 34

Conclusion 37

Recommendation 38

REFERENCES 39

APPENDICES 41

LIST OF TABLES

Table		Page
1	Demographic profile of freshmen respondents	27
2	Demographic profile of DLMC respondents	27
3	Awareness of Curricular program campaign strategies of College of Arts and Sciences, Cavite State University Main Campus: An Evaluation	28
4	Effectiveness of Curricular program campaign strategies of College of Arts and Sciences, Cavite State University Main Campus: An Evaluation	30
5	Evaluation of the curricular program campaign of CAS	32

LIST OF APPENDICES

Appendix

1	**Sample Survey Questionnaire**.....	42
2	**Certification from Statistician**.....	45
3	**Certification from English Critic**.....	47
4	**Curriculum Vitae**	49

CURRICULAR PROGRAM CAMPAIGN STRATEGIES OF THE COLLEGE OF ARTS AND SCIENCES, CAVITE STATE UNIVERSITY MAIN CAMPUS: AN EVALUATION

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An undergraduate thesis manuscript submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Mass Communication with Contribution No. _____. Prepared under the supervision of Mr. Allan Robert Solis.

INTRODUCTION

As public communication campaigns grow more sophisticated and strategic, evaluation is not keeping pace with their innovation. According to Coffman, J. (2002), while funders are asking for more information on results, evaluators are grappling with how to make their way in this developing and challenging field. They are trying to understand the strategies and theories that guide campaigns and how to choose the right outcomes and methods to assess them.

While there is still much progress to be made, campaign designers have begun to diversify their strategies and abandon the notion that information alone is the cure-all for society's behavioral ills. As a result, campaigns are decreasingly based only on the flawed notion that people will improve if they just know better. More campaigns are paying attention to context and linking their traditional media and behavior changed