



Abstract

Name of Institution: De La Salle University – Dasmariñas

Address: Dasmariñas, Cavite

Title: Assessment of the Communication Strategies of Museo De La Salle: Basis for Public Relations campaign

Author: Adedoja, Sunday David V.
Lingao, Marianne Ysabel
Rodenas, Melsheena F.

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Objectives: To develop interest among students to visit Museo De La Salle.
To promote its services within the university.
To entice the students to participate in the events and activities of the Museo De La Salle.

Methodology: The researchers' study is a simple descriptive research because they will be using the data that had been collected to describe the Museo De La Salle.



Based on this research design, this study includes an assessment of the sample at one specific point in time without trying to make inferences or causal statements.

Scope:

This study is limited to the assessment of the communication strategies of Museo De La Salle in promoting its services. It is aimed at identifying the strengths and weaknesses of the promotional strategies only, specifically the promotional materials they use. The researchers will only determine the ineffectiveness or effectiveness of the communication strategies based on criteria in order to come up with a PR campaign situation.

Major Findings:

The communication strategies used by Museo De La Salle is effective only for external promotions but not within the university, it is based on the study conducted by the researchers.



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Conclusion:

Based on the data gathered by the researchers, the communication strategy of the museum specifically when it comes to promotion is effective on people outside the university and target publics but not with the students within the university, where the museum is actually situated.

Recommendations:

A PR campaign must be aggressively done by the Museo De La Salle. The researchers believe that the museum can use the results of this study for the assessment and improvement of their promotions

