

New Jersey City University School of Business

**Integrated Marketing Communication (IMC) Plan
for NJCU PRSSA**

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Integrated Marketing Communication

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CERTIFICATION OF AUTHORSHIP:

I certify that I am the author of this work and that any assistance I have received in its preparation is fully acknowledged and disclosed. I have also cited any sources from which I used data, ideas, or words, directly quoted, or paraphrased. This work was prepared by me specifically for this course.

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II. Executive Summary

The New Jersey City University Chapter of the Public Relations Student Society of America (NJCU PRSSA) is an organization committed to providing students interested in marketing and related professions with powerful portfolio building, leadership, and networking opportunities. The NJCU PRSSA chapter launched in 2019, becoming the 10th PRSSA chapter established at New Jersey City University. However, since the chapter was created, it has struggled with communication. Due to the pandemic, there have been some limitations when reaching out to students in the School of Business. During these times, the NJCU PRSSA has had fewer chances to interact and build connections with students because classes are being held virtually.

Overall, there is not enough awareness about the organization. Even though the organization has various benefits, students in the School of Business have no idea what the chapter is about. According to Vincent Casale, Vice-President of the NJCU PRSSA chapter, “The PRSSA chapter in our school is still not an official campus organization. It's brand new because we don't have enough people in our chapter. There is not enough awareness, so we need to get the word out a little more.” PRSSA chapter needs to raise awareness that an organization is right at the NJCU School of Business that provides great opportunities to NJCU students who join the chapter. There may be a higher probability of more students joining the chapter.

Membership benefits include exclusive access to internship/job listings for PRSSA members only; opportunities to obtain the Certificate in Principles of Public Relations, listen and engage with professional speakers in the field, access to professional webinars, publications, research; and ability to gain content through PRSSA's parent association (www.prsa.org). Also, there are many scholarship and leadership opportunities for students through PRSSA. There is a

chance to network and form relationships with a diverse group of peers and professionals across the country. For students who like competitions, there are opportunities to compete in national competitions to win cash prizes and gain recognition. One of the most important benefits includes gaining hands-on experience while developing Integrated Marketing Communication (IMC) plans for real-life clients, event hosting, and more.

If students can understand these benefits of the NJCU PRSSA chapter, they will be able to obtain some really good experience and good connections with professionals in the field. These great opportunities that the chapter offers translate into better jobs, better access to the latest industry news, and access to current trends within the industry. By becoming a member of this great organization, student members can differentiate themselves from others when applying for jobs and internships.

The NJCU PRSSA wants to become a successful chapter among students at the School of Business, especially those who are majoring in Marketing with any concentration and those majoring in Marketing-related fields such as English, graphic design, and journalism. This also includes students who are minoring in a Marketing area. However, the organization is facing a substantial challenge. There is a lack of communication between the NJCU PRSSA chapter with its primary public. As a consequence, there is a need to implement new focused tactics to target and engage the primary public.

This Integrated Marketing Communication (IMC) plan's purpose is to communicate using tactics aligned with measurable objectives. Strategic tactics will guide the NJCU PRSSA chapter to achieve its goal. In short, these tactics should be able to take advantage of the NJCU PRSSA chapter's strengths to transform the weaknesses into opportunities. That way, the organization will be able to counter any upcoming threats that may affect the overall growth of

the organization. These strategic solutions should portray the importance of being a member of the NJCU PRSSA program.

III. Research

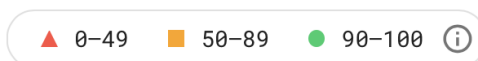
Secondary Research

Content Analysis of NJCU PRSSA Website

Website Quality: Efficient

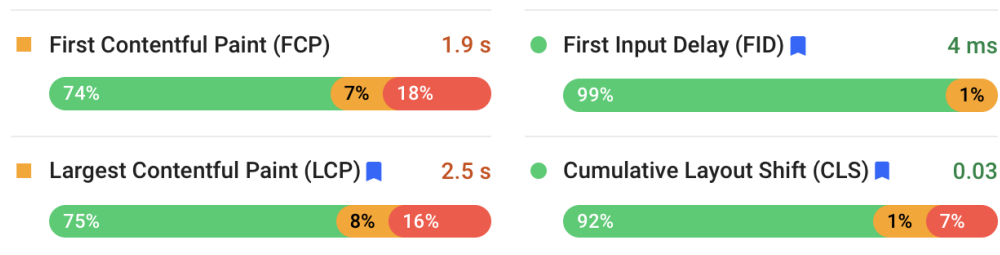


<https://www.njcu.edu/academics/schools-colleges/school-business/departments/marketing/marketing-student-organizations>



Field Data — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

Origin Summary — Over the previous 28-day collection period, the aggregate experience of all pages served from this origin **does not pass** the [Core Web Vitals](#) assessment. To view suggestions tailored to each page, analyze individual page URLs.

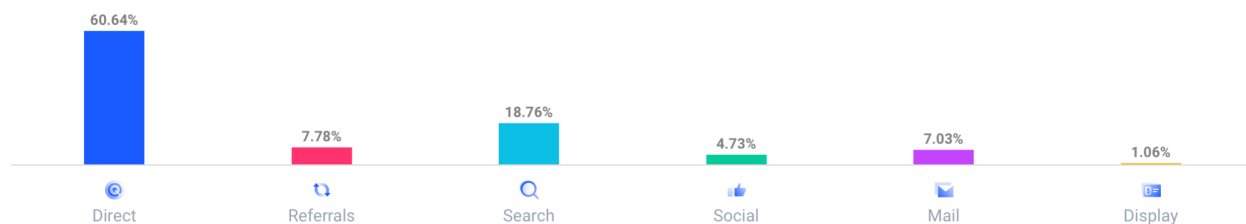


Website design: Optimal Design that adapts itself based on the device used.

Page speed: A: 92% (Clicks take 3 seconds to respond)

Link:<https://www.njcu.edu/academics/schools-colleges/school-business/departments/marketing/marketing-student-organizations>

Traffic Sources:



The website's overall performance is efficient, meaning that the website is well structured, it's easy to navigate, and provides meaningful information for viewers to access. In terms of design, the website is consistent with the NJCU branding colors. According to Google Analytics, the button and other features take 3 seconds to respond, meaning that the website is optimized. As a result, viewers can have a great experience when they visit the NJCU PRSSA website. Besides offering meaningful information about the chapter, the website also offers links for students to learn more about the organization. This also includes social media information for viewers to be more engaged with the organization's content and events.

In addition, the website provides its viewers with the contact information of one of the advisors in case they have any questions regarding the NJCU PRSSA chapter. However, the website is hard to find through the NJCU main website. This means that viewers must make many clicks to find the NJCU PRSSA website. It is important to consider that the students who are interested in the chapter may lose interest due to the inaccessibility of the website.

Content Analysis of NJCU PRSSA Flyer



Hello -

Because you are a **Marketing major**, I know you will be interested in learning more about the Public Relations Student Society of America (PRSSA) chapter here at NJCU!

Joining NJCU PRSSA is a great way to **differentiate yourself** from others when applying for an internship or job. Membership in NJCU PRSSA provides students with a **wide variety of benefits** such as scholarship and leadership opportunities, networking with a diverse group of peers as well as professionals in the field, and internship/job listings, **exclusive only to PRSSA members** across the country. Just to name a few!

PRSSA members also have **access** to professional webinars, publications, research, and content through PRSSA's parent association, PRSA (see www.prssa.org).

As a PRSSA member you gain **hands-on experience** developing Integrated Marketing Communication (IMC) plans for real life clients, event hosting, leadership, and more. The chapter meets once a month, during which time we discuss current business and then interact with a guest speaker.

Membership in NJCU PRSA as a Marketing major makes you eligible to take the Certificate in Principles of Public Relations exam when you graduate. The Certificate is a sure way to set yourself apart, impress your future employer and land that dream job!

If you would like to join NJCU PRSSA or have any questions AT ALL, please contact us via email at njcuprssa@gmail.com.

Sincerely,
 Vincent Casale vcasale@njcu.edu
 Vice President, NJCU PRSSA Executive Board

The flyer on NJCU PRSSA is informative, especially to Marketing majors. In the beginning, the flyer is trying to persuade Marketing majors to learn more about the NJCU Public Relations Student Society of America (PRSSA). The flyer also includes many different memberships that students will enjoy as they become members of the chapter. In this case, the action plan is clear since it shows viewers a website to learn more about the chapter. It also provides the primary public who they must contact to join the NJCU PRSSA chapter. However, the flyer seems to target students interested in Public Relations. As a result, students majoring in related fields such as English, graphic design, and journalism may lose interest in joining the chapter.

Content Analysis of NJCU PRSSA Social Media Platforms

1. Instagram

| | |
|-------------------------|---|
| Name: | njcuprssa |
| Content Quality: | Efficient (Needs more Frequency) |
| Followers: | 134 |
| Following: | 67 |
| Posts: | 8 |
| Last Post: | March 2, 2021 |
| Use of Hashtags: | Efficient |
| Engagement: | There's no engagement with the audience |
| Likes per Post: | 5-20 |

To begin with, the bio in the profile is clear and concise, meaning that it mentions what NJCU PRSSA stands for. However, the link input there does not work. It is important in any social media platform to make sure that all links are working properly. In terms of quality, the content is efficient, but the administrator does not post as often as he/she should. It is important for any social media page to keep its followers engaged, especially if those pages want to attract more followers to interact and share the content posted. Another point to consider is that the likes and comments are not correlated with the number of followers that the page has. This means that there are many ghost followers, and there is a need to make the content more engaging. NJCU PRSSA content marketing needs to create a strategic approach focused on creating valuable, relevant, and consistent content to drive up engagement to attract more students in the School of Business to join the chapter.

2. Twitter

| | |
|-------------------------|--|
| Content Quality: | Ineffective (Needs Work) |
| Followers: | 33 |
| Following: | 46 |
| Tweets: | 10 |
| Retweets: | 10 |
| Engagement: | There's minimal engagement with the audience |
| Last Post: | October 6, 2020 |
| Likes per Tweet: | 0-20 |

To begin with, the bio in the profile contains links directed to other Twitter pages, which is convenient for visitors, especially if they want to learn more about the organization. However, the link that is supposed to redirect viewers to Instagram is not working properly. Another point to consider is that content is not attracting new members due its lack of engagement. The tweets posted do not provide all the important key messages and benefits that need to be communicated with the primary public.

3. LinkedIn (Private Group)

| | |
|-------------------------|--|
| Content Quality: | Fitting for the platform |
| Members: | 3 |
| Engagement: | Low due to the lack of new members joining the chapter |

Content Analysis of Professional Campaigns

JUST 2 IT: The case was a success because it used a positive key message using numbers to attract the primary public to recall the key message and understand the importance of taking action on the issue. The NJCU PRSSA chapter can implement something similar in their different social media channels; the use of numbers may be ideal for the primary public to recall the key messages and join the organization. (Example, NJCU PRSSA 4 U!)

The Secret Sauce for the Cranberry's Social Media Win with Millennials: The case was a success because it used a creative strategy to engage the primary public into consuming their product. The NJCU PRSSA chapter can engage its audience using similar strategies. Once students are back on campus again, PRSSA can create informational events to inform the primary public about the trendiness and importance of joining the chapter.

Changing The Meaning Of "Organ Donor" Among Motorcyclists: The case was a success because it created videos and written personal stories focused on the primary public to create connections with the primary public. In a similar way, NJCU PRSSA can create videos and articles based on the personal experience of past members to connect with students at the School of Business.

Haagen-Dazs Loves Honey Bees: Let's Lick This Problem: The case was a success because it created a cause-marketing campaign to create an emotional connection between the consumers and the brand. In a similar way, the NJCU PRSSA chapter can create a cause-marketing campaign stating that the chapter supports minorities or any other cause that can build a connection between NJCU students and the organization.

Primary Research

Interview with Vincent Casale, Vice-President of the New Jersey City University Public Relations Student Society of America (NJCU PRSSA).

Vincent Casale mentioned that the NJCU PRSSA chapter was launched in 2019. Its location was determined to be in the School of Business. A year later, he took over as the Vice-President of the chapter. Mr. Casale stated that the NJCU PRSSA is dedicated to advancing the profession through rigorous academic standards, ethical principles, and diversity. However, since the NJCU PRSSA was formed, the chapter has been having some communication problems.

The chapter is still in the forming stage, meaning that the organization is not well established yet. The organization is still trying to get new members and make students aware that there is an organization that helps students to be able to experience and make good connections with professionals in the field.

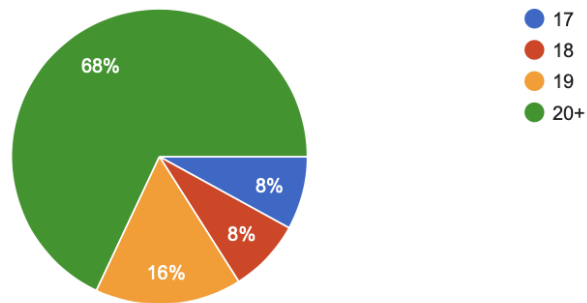
However, due to the COVID-19 pandemic, these efforts became more difficult to accomplish. When students were at school, it was a little easier to promote. Students could be hanging flyers around the School of Business, which helped get new members to join the chapter. Another issue has been the misunderstanding revolving around the name of the organization. Students often think that the PRSSA chapter is not for them. The communication challenge has been communicating strategically while recruiting new members. The goal is to make sure the key message attracts students in the Marketing related fields, making them feel like they belong and learning something in the NJCU PRSSA chapter. Casale wants to raise awareness to students in the School of Business about the opportunities and benefits when joining the NJCU PRSSA chapter.

Survey

Several NJCU students were surveyed to determine how many students know about NJCU PRSSA and how many are interested in joining the chapter. Below are the results:

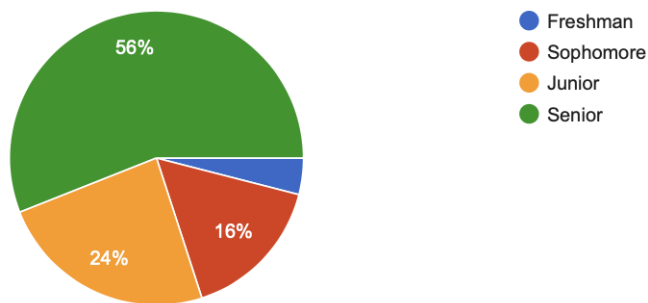
Age?

25 responses



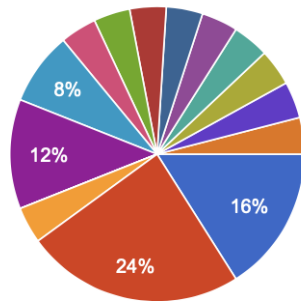
Current School Year?

25 responses



Major?

25 responses

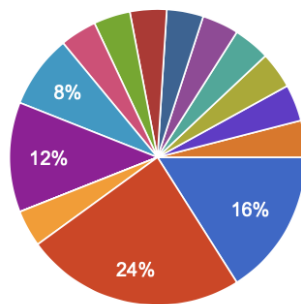


- Marketing
- English
- Graphic Design
- Journalism
- Accounting
- Finance
- Criminal justice
- Sports Management

▲ 1/2 ▼

Major?

25 responses

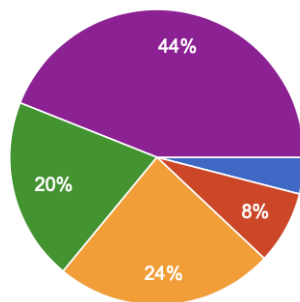


- Science
- Automotive technician
- Biological and Biomedical Sciences
- Accounting
- TIC
- Psychology
- ICT

▲ 2/2 ▼

Have you ever heard of NJCU PRSSA? Where did you hear about this organization?

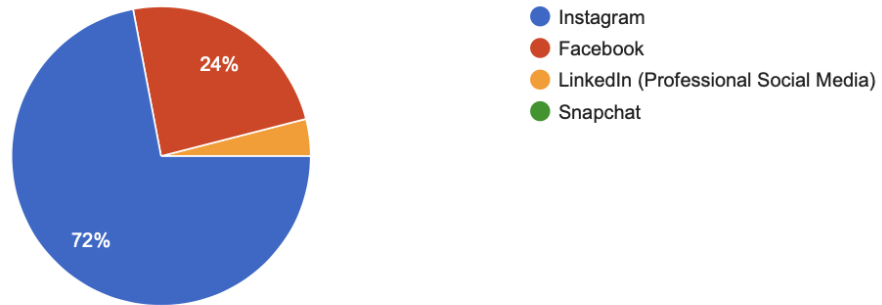
25 responses



- Flyers
- Social Media
- Advisor or Faculty Professor
- Email
- I have never heard of the chapter before

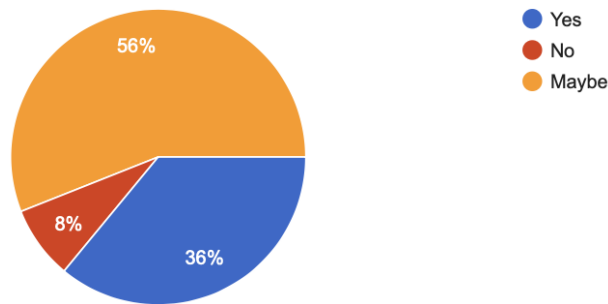
What social media platform do you use the most?

25 responses



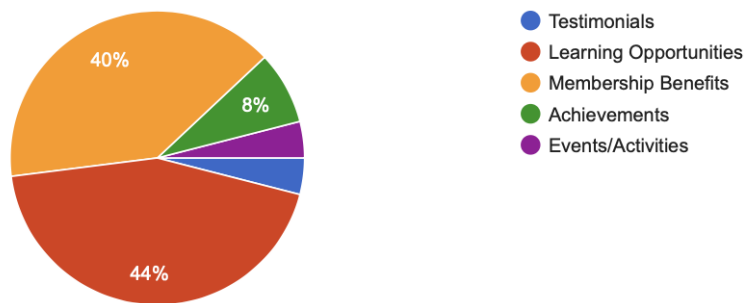
New Jersey City University Chapter of the Public Relations Student Society of America (NJCU PRSSA) is an organization committed to provide students who are interested in marketing and related professions with powerful portfolio building, leadership, and networking opportunities. Do you think that's an incentive for you to join the chapter?

25 responses



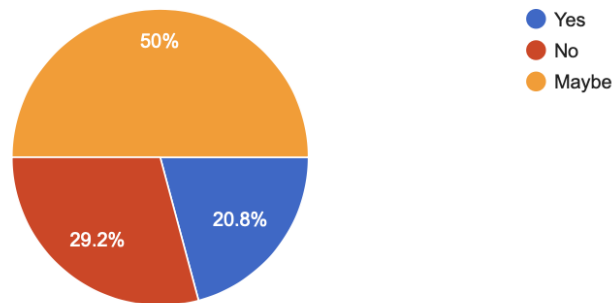
What information would you consider important before joining the NJCU PRSSA chapter?

25 responses



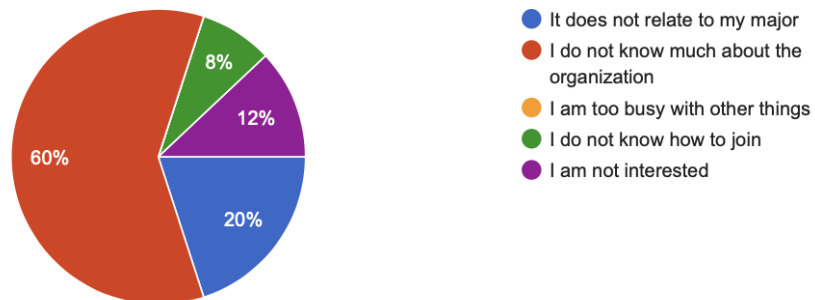
Are you interested in joining?

24 responses



If you have heard of the NJCU PRSSA chapter, what has prevented you from joining the chapter?

25 responses



Conclusions:

- 68% of students surveyed are 20+ years old.
- 56% of the students surveyed are seniors, 24% are juniors, and 16% are sophomores.
- 24% of the students surveyed are majoring in English, 16% of the students are majoring in Marketing, 12% of the students are majoring in Accounting, and 8% of the students are majoring in Finance.

- 46% of the students surveyed have heard about the NJCU PRSSA either through social media, flyers, advisor, or faculty professor. On the other hand, 44% of the students have never heard about the organization before.
- Most of the students surveyed use Instagram as their primary social media platform.
- 56% of the students surveyed think that NJCU PRSSA benefits may be good incentives for them to join the chapter. 36% of the students think that the chapter offers great incentives for them to join the chapter.
- 44% of the students surveyed think that learning opportunities are the most important information they would consider before joining the chapter. 40% of the students would consider what membership benefits the offers before joining the chapter.
- 70.8% of the students surveyed are or may be interested in joining the NJCU PRSSA chapter.

SWOT Analysis

Strengths

- Membership in the NJCU PRSSA chapter offers students with real-life hands-on experience in marketing, developing Integrated Marketing Communication (IMC) skills for real-life clients, event hosting, and more.
- Membership in the NJCU PRSSA chapter gives students access to 20,000 professionals in Marketing and related fields around the globe, providing students lasting and meaningful connections for their future careers.
- Membership in the NJCU PRSSA chapter offers students opportunities to build up their resume, portfolio, improve their leadership skills, and networking capabilities enabling them to find jobs and excel in the workforce.
- Membership in the NJCU PRSSA chapter enhances employment opportunities for members post-graduation offering them access to job listings exclusive to PRSSA members.
- The organization is recognized and has chapters internationally at student and professional levels differentiating their members from others when applying for jobs/internships.
- Membership in the NJCU PRSSA chapter leads New Jersey in people who passed the Certificate in Principles of Public Relations exam, setting their members a sure way to set themselves apart from helping them obtain their dream job.

Weaknesses

- There is not enough awareness about the existence of the NJCU PRSSA chapter among NJCU students who are majoring and minoring in marketing and related fields.
- There is not enough awareness about the benefits and the learning opportunities that the NJCU PRSSA chapter offers its members.

- The NJCU PRSSA chapter cannot participate in competitions and cannot take on additional clients due to their limited number of members.
- The NJCU PRSSA chapter name communicates that the organization is only for Public Relations students.
- There are 9 other campus chapters in New Jersey that may communicate and market more aggressively.

Opportunities

- The NJCU PRSSA chapter has the opportunity to increase its number of members when students get back to campus.
- The NJCU PRSSA chapter has the opportunity to participate in competitions and gain more clients if their number of memberships increases.
- The NJCU PRSSA chapter has the opportunity to expand its reach via campus media to students majoring in Marketing-related fields such as English, graphic design, and journalism.

Threats

- Since courses will offer a hy-flex option, there is a risk that NJCU students will stay at home during the Fall semester. This may limit outreach efforts.
- If the NJCU PRSSA chapter does not increase its number of members, the chapter will not be able to participate in any competitions during this year.
- If the NJCU PRSSA chapter does not increase its number of members, the chapter will not be able to take on more clients during the next few months. This means that students' opportunities to get real-life hands-on experience will be reduced.

IV. Planning

Business Goal:

- To increase the number of memberships in the NJCU PRSSA chapter by 45 percent by the end of the year.

Communication Goal:

- To raise awareness in the School of Business community about the overall benefits of being a member of the NJCU PRSSA chapter in order to ensure growth within the organization and enhance employment opportunities for members post-graduation.

Target Audience

Primary Public:

- NJCU students who are majoring in Marketing with any concentration and those majoring in Marketing-related fields such as English, graphic design, and journalism. Students who are minoring in a Marketing area.
- NJCU students who are looking to build up their resumes and their portfolios.
- NJCU students who are currently studying in their sophomore, junior, and senior year.
- Campus Media such as the Gothic Times, University website, blogs and social platforms, School of Business landing page and social platforms, and Marketing Department landing page.

Secondary Public:

- Professionals in Integrated Marketing Communications.

- NJCU students majoring in non-Marketing-related fields.

Communication Objectives:

1. To increase social media engagement between the NJCU PRSSA chapter and the primary public by 15% by the end of the year.
2. To increase media coverage on PRSSA's exclusive membership benefits in campus media seen/read by the primary public by 15% by the end of the year.
3. To increase recognition of the learning opportunities that the primary public will experience as they become members of the PRSSA chapter by 15% by the end of the year.

Strategy:

- To build close relationships with NJCU students in the School of Business to reinforce their beliefs of the benefits that the NJCU PRSSA chapter offers, through visual communication across media channels.
- Spread NJCU PRSSA chapter key messages via social media platforms to build buzz and entertain students through an interactive and informative campaign.

Key Message:

- NJCU PRSSA chapter offers students real-life hands-on experience in marketing, developing Integrated Marketing Communication (IMC) skills for real-life clients, event hosting, and more.

- NJCU PRSSA chapter offers students opportunities to build up their resume, portfolio, improve their leadership skills, and networking capabilities enabling them to find jobs and excel in the workforce.

V. Implementation

Tactics

Objective 1: To increase social media engagement between the NJCU PRSSA chapter and the primary public by 15% by the end of the year.

Tactics to Help Meet Objective 1:

Post content more frequently and consistently to keep the viewers engaged at all times:

- In any social media platform, it is important to post often. The more the chapter posts, the more engagement it will create. One of the issues affecting NJCU PRSSA has been the lack of engagement in social media. It is easy for the audience to lose interest in an organization that doesn't stay active. If NJCU PRSSA expects to engage people, then it needs to maintain its social media presence on Instagram and Twitter.

Specifics:

- Fix the links that are currently not working on the bios of Instagram and Twitter.
- Schedule Posts in Advance (This will save time).
- Make sure to include NJCU PRSSA key messages on every post.
- Use Instagram stories more often (Create polls to create more engagement).
- Use Twitter to post the most recent news regarding the chapter.
- Use hashtags (It makes it easier for the target audience to find the chapter's information faster)
- Share videos and inspirational quotes every day.
- Respond to every comment to create more engagement in every post.

Hold Live Q&A Sessions in Instagram:

- In any social media platform, it is important to keep the audience engaged. By doing live video sessions on Instagram, it will create more buzz which will help NJCU PRSSA to have more presence in social media. During those sessions, an expert can have a live conversation and answer any questions/concerns that the students who are interested in joining the chapter will have.

Specifics:

- Bring a guest speaker to the Q&A Live Session to create more anticipation for the event.
- Draft a press release to tell the Gothic Times/other campus media about the session.
- Create posts on all social platforms where the chapter is present, announcing that there will be a Q&A live session.
- Make a list of potential questions for the target audience
- In case, no one asks any questions, bring an NJCU PRSSA member to ask questions as a guest of the event.
- Respond to every question that was asked (The primary public will see that the chapter cares about them)
- Send a follow-up email to the audience with a summary of the event.

Share video stories based on personal experiences of past members of the NJCU PRSSA chapter.

- NJCU PRSSA marketing content needs to be valuable and relevant to attract more students in the School of Business to join the chapter. It is important to consider that people may not believe what the chapter is promoting on social media. However, if a past

member relates his/her story of success in social media, then the primary public will have more trust in joining the organization. This will make the audience aware that the chapter is really helping students be successful post-graduation.

Objective 2: To increase media coverage on PRSSA's exclusive membership benefits in campus media seen/read by the primary public by 15% by the end of the year.

Tactics to Help Meet Objective 2:

NJCU PRSSA Newsletter

- Use the NJCU newsletter to show the membership benefits that the NJCU PRSSA chapter offers to students such as opportunities to build up their resume, portfolio, improve their leadership skills, and networking capabilities enabling them to find jobs and excel in the workforce. Also, use the NJCU newsletter to promote the chapter by writing articles based on past members' personal experiences in the chapter. In addition, NJCU PRSSA can create an electronic version of the NJCU newsletter to reach the students who have decided to stay at home during the Fall Semester.

Host Informational Events

- Host informational events to explain to students what the NJCU PRSSA has to offer. It is essential to convince students that joining the chapter will be beneficial for their professional careers. This includes real-life experience, lifelong skills, and connections with professionals in the field. The communication goal is to make the students understand that joining the NJCU PRSSA chapter will be a huge differentiator when applying for jobs/internships.

Tips:

- Bring a guest speaker to the event.
- Hold contests to attract more students.
- Post flyers around the School of Business to engage more students into joining the chapter.
- Make sure to include NJCU PRSSA key messages on every flyer.

Objective 3: To increase recognition of the learning opportunities that the primary public will experience as they become members of the PRSSA chapter by 15% by the end of the

Tactics to Help Meet Objective 3:**Develop an Informational Brochure**

- This brochure should explain to students the benefits and learning opportunities they will have when they become members of the NJCU PRSSA chapter. For example, skills and benefits they can gain from joining the organization. These brochures should be handed out at school events such as Freshman Orientation or Open Houses. In addition, student members should give them out during their classes to their fellow classmates. In case the campus is not open, NJCU PRSSA can send emails to students promoting these flyers.

Branding Kit:

- Creating a branding kit will include information such as the organization's business/communication goals, NJCU PRSSA branding guidelines, logos, designs, strategy, press release templates, testimonials, and other relevant information to increase brand recognition. Presenting students with clear stories on all platforms and overall

appearance will create a higher value. Students should recognize the NJCU PRSSA brand anytime they see any content posted around the school or on social media platforms. It will also provide a guide for new board members who are joining NJCU PRSSA. As a result, NJCU PRSSA will have an easier job of creating and distributing media relations content. This information can be used to promote the chapter's news and special events. In addition, when people are looking for information about NJCU PRSSA, it will make it easier for them to build a story based on the available file. Furthermore, the chapter will have more possibilities of getting recognized with press coverage.

Develop a Digital Info Kit for Students

- This digital information kit should explain to students what NJCU PRSSA represents. It can provide insightful information about NJCU PRSSA's business and communication goals. It can include information such as: How to become a member, how to find internships, finding partners in collaborating in case studies, Fact sheets, Student calendar for upcoming events (i.e., scholarships, internships, and competitions), a survey on what type of content they would like to learn or discuss in events or social media platforms, etc.

VI. Evaluation

To determine if there was an increase in social media engagement between the NJCU PRSSA chapter and the primary public by 15% by the end of the year.

- Conduct a survey to measure awareness of students in the School of Business about the existence and benefits of the NJCU PRSSA chapter. If social media engagement has increased, more students will have some knowledge about NJCU PRSSA's organization.
- Conduct a social media content analysis of NJCU PRSSA social platforms to determine which posts inspire conversations and engagement.
- Evaluate the quality and quantity of NJCU PRSSA posts in social media platforms to determine if the posts are attracting new members and if it is creating social chatter about the benefits of membership.

To determine if there was an increase in media coverage on PRSSA's exclusive membership benefits in campus media seen/read by the primary public by 15% by the end of the year.

- Conduct a survey to measure the students' knowledge in the School of Business about PRSSA's exclusive membership benefits and where students learned about those benefits.
- Measure the quality and quantity of campus media coverage of NJCU PRSSA to determine if coverage is positive, negative, or neutral. In addition, determine if key messages are in the coverage.
- Analyze consumer behavior such as new memberships and engagement to determine the impact of the campaign on the target audience.

To determine if there was an increase in recognition of the learning opportunities that the primary public will experience as they become members of the PRSSA chapter by 15% by the end of the year.

- Conduct a survey to measure how well students in the School of Business are able to recognize the learning opportunities that they will have as they become members of the PRSSA chapter.
- Conduct a focus group to determine if students in the School of Business are able to recall NJCU PRSSA key messages.
- Conduct a survey to new members to perceive their reasons for becoming members of the NJCU PRSSA chapter.