

ABSTRACT

Thesis Title : The Curriculum Evaluation of Public Relations Administrator
Special Course Organized By The Institute of Public Relations,
The Public Relations Department

Student's Name : Mrs. Kamolrat Vijitrakool

Degree Sought : Master Of Education

Major : Educational Measurement and Evaluation

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Advisory Committee :

1. Assoc. Prof. Dr. Tuanjai Ketsa

Chairperson

2. Asst. Prof. Pensee Setthawong

The purpose of the research was to evaluate the curriculum of "Public Relations Administrator" Special Course of the Institute of Public Relations by using CIPP Model.

The samples consisted of 202 persons including 14 administrators, 107 trainees and 81 trainees' supervisor. The instrument of the study was a questionnaire with the reliability of 0.98

The result revealed as follow:

Context: The objectives, the contents and the structures of curriculum were also perceived to have a high level of appropriateness.

Input: The lecturers, trainees and the criteria of trainee - selection were perceived to have high level of appropriateness.

Process: The curriculum management, The teaching - learning methods and the evaluation were perceived to have a high level of appropriateness.

The Product: The general characteristic and professional characteristic of the graduated trainees which coincided with the objectives of curriculum were perceived to have a high level of appropriateness.