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* Curriculum public relations is the activity of publicizing and providing information about an education institution's curriculum.

This research study was carried out with the objective to study curriculum public relations strategies of Master's degree programs. The survey was conducted by collecting information from 4 sample groups : deans of the graduate studies faculties of various universities, chairpersons of graduate programs, professionals/public relations officers from private organizations and graduate students of Mahidol University. Two methods of survey were applied in this research. Interviews were used with the 25 deans and 20 professionals/public relations officers. Questionnaires were used with the 81 chairpersons of graduate programs and 420 graduate students. Collected data were analyzed by using SPSS/PC+ program. Descriptive statistics which included frequency, percentage and ranking were used for data analysis.

The results of the research are summarized as follow.

1. Most deans of the graduate studies faculties and chairpersons of graduate programs agreed that faculties of graduate studies should be responsible for curriculum public relations.
2. Nearly all deans and chairpersons recommended that reactive strategy is the best action for curriculum public relations while professionals/public relations officers from private organizations recommended that a complimentary mix of reactive and proactive strategies would provide the most effective result for curriculum promotion.
3. Most deans suggested arranging bulletin boards while chairpersons recommended publicizing essential information about Master's degree program in the university journal/newsletters.
4. The majority of deans, chairpersons and graduate students recommended that the most appropriate media for curriculum public relations should be printed matter.
5. Most of the deans, chairpersons, professionals/public relation officers and graduate students recommended that the core content of curriculum public relations should be the description of graduate programs.
6. Most of the deans, chairpersons, professionals/public relation officers and graduate students agreed that the most appropriate time for curriculum public relations should be 1-3 months before application. For frequency of publicization, respondents said curriculum should be publicized anytime or when convenient.
7. Most of the deans, chairpersons, professionals/public relation officers and graduate students agreed that the most effective method of evaluating curriculum public relations would be to include an evaluation section in student application forms.