



**TO:** Professor Norbert Elliot

**FROM:** Paula Some  
Group Leader, CCP Advertising

**DATE:** May 2, 2007

**RE:** Advertising Group Final Report

The attached report presents a summary of the work completed for the CorpCommPodcast (CCP) Advertising Group as part of CCP internal development. The primary responsibility of this group was to develop the print and multimedia materials necessary to publicize CCP and the podcasts. Progress was tracked using a project task list (see attachment 1.) Working with the constraints of distance-learning, this team accomplished this work through use of conference calls, emails, and bulletin board posts.

As of, May 2, 2007, the print advertisement, brochure, usability guidelines, and survey are complete. The current newsletter and website designs will be submitted as complete although a final group review did not take place.

Team members are Paula Some (group leader), Keith Brathwaite, Debra Glassco, and Thomas Woodworth. The following outlines the group allocation of responsibilities:

<u>Task</u>	<u>Assigned Group</u>	<u>Justification</u>
Overall Strategy	Group	Individual input critical to developing complete strategy
Print Advertisement	Thomas Woodworth	Strong personal desire to gain experience in graphic design, visual identity, and to expand portfolio
Newsletter	Keith Brathwaite	Personal interest in the challenge of laying out and assembling the newsletter
Tri-Fold Brochure	Paula Some	Comfortable with

		Challenge; interested in adding more document design to portfolio
Website	Debra Glassco	Previous experience; interested in the challenge to incorporate all elements of project through site
Post-Launch Survey	Paula Some	Expressed interest
Usability	Thomas Woodworth	Expressed interest
Document/Site Review	Group	Final products reflect the joint vision and creativity of the group; ensure consistency of content and company identity
Group Leader	Paula Some	Interest in adding group leadership in an MSPTC project to portfolio

Responsibilities were assigned based on several factors. Personal preference included MSPTC, portfolio, and Corporate Communication seminar goals and comfort level with various mediums. Previous experience was important for tasks requiring comfort with concrete technical work, such as website design. As a group, we weighed the value of *existing knowledge* against the need to *gain experience* for each individual. Each reason carries equal importance for the overall success of our project.

## **CorpCommPodcast Development Team Advertising Group Final Report**

### **Statement of Creative Strategy**

Our goal is to create a program utilizing print and multimedia vehicles to generate interest, enthusiasm, and loyalty among the target audience community for the corporate communication podcasts being offered on the CCP website.

### **Defining the CCP Market Niche**

This team spent significant time analyzing the CCP market niche, and how an advertising message will attract users from the target audience. Analysis included discussion about the following issues:

- What is the value of CCP to each segment of our audience (students vs faculty)?
- Will students voluntarily download and listen to the podcasts?
- Would students pay for podcasts?
- How do the podcasts fit with student academic needs?
- Should we market podcasts as extensions of curriculum?
- How can we differentiate advertising to individual audience members to increase appeal?
- Can the use of feature articles or guest interviews create interest?
- How do we connect CCP to the rest of the NJIT community?
- What, if any, market research will be helpful?

The following conclusions from this process were used to develop the overall advertising plan:

- Most students will probably need some sort of incentive to listen to the podcasts
- Student interest will probably increase if the student knows that the podcast relates to curriculum in a specific class and listening will improve their performance.
- The more specific the topics can be tailored to course curriculum, the more successful we can create a personalization effect with advertising.

## **Comprehensive Advertising Strategy**

As defined in the original specifications, the CCP media advertising campaign includes a print advertisement, tri-fold brochure, newsletter, and website. CCP should take advantage of and publicize through a variety of avenues available to the NJIT community. In addition, the team agrees that a critical strategic component for generating and maintaining user interest is to emphasize the correlation between individual CCP podcasts and specific NJIT graduate courses. This will help personalize the CCP experience for students. Students will be more likely to use CCP if listening will benefit academic performance.

To accomplish the above goals, following steps will be implemented:

- Broadcast emails each semester to students in SOM and PTC listing classes and related podcasts. Secondary audience group should also receive emails if any significant course and podcast relationships exist
- A short synopsis, prepared by the author, will be included for each podcast
- Closely related graduate PTC and SOM courses will be indicated for each podcast
- A downloadable reference list, provided by the author, will be available for each podcast
- Learning objectives will be documented by the author for each podcast
- Links on the CCP website will be used to create a connection between CCP and the entire NJIT community. In addition, we hope to negotiate links from other NJIT departments back to CCP and our podcasts

## **Marketing Research**

Research is, and will continue to be, important for understanding the needs of the CCP audience. Without feedback, it won't be possible to adequately develop and market the podcast service. Several different methods of information collection have been designed.

1. **Faculty topic survey** (see attachments 2 and 3 )  
The product development and advertising teams made a joint decision that a PTC and Management faculty survey would help develop podcast topics relevant to curriculum. We secured the support of Barbara Tedesco from the School of Management. A simple email to faculty asking for suggestions was written.
2. **Post-Launch User Survey** (see attachment 4 )  
Through the CCP website, users will be invited to participate in an online survey. This survey will be used to acquire insight into the attitudes of primary audience members towards the CCP service and the quality of

podcasts. In addition, users will be able to make suggestions for changes and improvements. Survey questions will cover three areas: CCP awareness and audience characteristics; CCP podcasts; and CCP Website. This survey is being developed in collaboration with the Product Development team, and is still subject to revision.

### **Summary of Inter-Group Collaborative Work**

Members of this team have assisted in the following inter-group activities:

- Logo development and visual identity (with Core Values)
- Development of individual podcast assignments (with Product Development)
- Finalizing marketing and distribution strategy (with Product Development)
- Finalizing product specifications , such as synopsis and reference concepts (With Product Development)
- Preparing the cost-benefit analysis (with Product Development)
- Review of Statement of Responsibility (Core Values)
- Designing the post-launch user survey
- Developing final report format

### **Media Deliverables**

The Advertising Group is responsible for producing a print advertisement, newsletter, brochure, and website. Since CCP is a new service, our goal is to develop communication vehicles that reflect the CCP identity ,create product awareness, and attract users (our customers). The print advertisement, brochure, newsletter, and website should present a consistent message to “inform, persuade, and remind the consumer” (Hillstrom and Collier Hillstrom) that CCP is a unique and essential service. The following were some additional considerations in design of these materials:

- Adhere to CCP design usability guidelines
- Encourage interest in podcast technology
- Appeal to NJIT graduate student and faculty audience
- Create a clear, uncluttered design with attention to white space
- Emphasize a connection to coursework and the NJIT community
- Promote the connection between CCP and the MS-PTC program

### **Print Advertisement**

The print advertisement strictly adheres to CCP usability guidelines and served as the model for additional materials. It can be used for publications, posters, or web ads. Work on this task is complete.

## **Brochure**

As specified in the specifications provided to the team, the brochure is created as a tri-fold self mailing piece. Design strictly adheres to CCP usability guidelines. Work on this task is complete.

A brochure often provides the first impression of a product to potential customers, Therefore, it's absolutely essential that the content be tailored specifically to the target audience. Before creating content for the brochure, informal analysis focused on the reader:

- How do we want the brochure to position the CCP service?
- What do we want brochure readers to initially think about CCP and our podcasts?
- Why is CCP unique?
- What action do we want the reader to take after reading the brochure?

Because the brochure can make or break the connection with a customer, it's critical to consider not only the podcast product, but the audience and their environment. The following statement provided direction: "A recording of a great lecture doesn't do much if students don't listen to it. Any college planning a podcasting venture must make sure that its public face is one that students will be likely to use" (Brock).

The advertising group has determined that an important goal for our work is to appeal to the needs of the individual student. Following that theory, the brochure "speaks" directly to the reader, speaking in the second person ("you".) The importance of connecting to the reader on a personal level can not be underestimated. As succinctly stated by James E. Turner "a benefit strategy requires writing the ad from the reader's perspective" (Oct 1988).

## **Newsletter**

A newsletter is being designed for use by current and prospective CCP users. The newsletter is still in development. When complete, it should adhere to CCP usability guidelines. This newsletter should achieve multiple goals:

- Generate interest and encourage the reader to explore the website
- Introduce CCP and background
- Explain the goal of CCP
- Present scope of the series and list sample titles
- Promote the benefits of podcasting
- Generate positive publicity for the MS-PTC department

## **Website**

This team is responsible for designing and building the website that will host CCP. The website is still in development. When complete, it should adhere to CCP website usability guidelines. The site address will be:

<http://www.njit.edu/v2/MSPTC/ccp>

When complete, the site will allow users to listen to podcasts, download references, read learning objectives, contact CCP, download advertising publications, link to relevant site, and take a survey.

### **Advertising Usability Guidelines**

The CCP has developed the following guidelines for the design of current and future CCP advertising materials. These principles were developed by the pilot CCP advertising team, and applied to advertising materials accompanying the initial launch of the CCP in May 2007. Application of these principles to subsequent CCP advertising materials will allow future teams the flexibility to creatively explore innovative advertising strategies and approaches, while maintaining consistency with the principles of effective, user-friendly design as reflected in the established CCP branding.

### **CCP Branding and Identity Considerations**

Maintaining a consistent, memorable, and effective identity and branding is essential to the ability of the CCP product to distinguish itself from other podcasting services (Argenti 67). The following specifications should be applied to all CCP advertising tactics in order to build and maintain the CCP identity.

#### **CCP Color Palette**

The following approved color palette is to be utilized for all foreground and background textual and non-textual elements of CCP advertising materials.

Black: R0-G0-B0, or #000000

White: R255-G255-B255, or #FFFFFF

Red: R203-G32-B38, or #CB2026

#### **CCP Font Family**

To ensure consistency with NJIT Branding, the ITC Stone Sans family must be utilized for all CCP advertising materials. The only exception to this rule is in the case of web-based materials, which should employ a standard sans serif font (such as Arial) to ensure broad internet browser compatibility.

#### **CCP Identity Statement**

The formal CCP Identity Statement should be prominently included in all advertising materials:

*“Podcasting on Educational, Engaging Communication Issues”*

#### **CCP Mission Statement**

If space allows, the CCP Mission Statement may be included in advertising materials:

*“CorpCommPodcast is dedicated to providing informative, easy-to-use podcasts that explore the global communication challenges facing*

*organizations - business, non-profit, educational and social interest - in a manner that is well researched, informative, and entertaining.”*

### **CCP Name**

At initial use within the text of advertising materials, the full CCP name should be spelled out. In subsequent text, “CorpCommPodcast” may be abbreviated as “CCP,” as long as the initial use defines the acronym, as follows:

**CorpCommPodcast (CCP).**

### **Logos**

Three logos must appear on all CCP advertising materials.

#### **The CCP Logo:**



#### **The NJIT Logo:**



#### **The MSPTC Logo:**



The CCP and NJIT logos should always be placed on a red background. If possible, *a single red field should serve as the background for both logos*, thereby visually articulating the connection between NJIT and the CCP product. This combination of visual elements forms the core and primary branding of the CCP. If it is not possible for the two logos to be placed on the same field, they may appear on two separate fields in the same advertisement, as long as those fields are both red.

The NJIT/CCP branding should be given visual primacy over any MSPTC branding. However, the MSPTC logo must also be utilized in all advertising tactics.

High-resolution files of all three logos are available from the CCP site administrator or project lead.

### **Language and Style Considerations**

All advertising copy should be written in a clear, succinct manner, and be free of spelling and grammatical errors.

Style decisions should be applied consistently across all advertising tactics. In general, it is recommended that within-text section headings be red, and subsequent content (e.g., paragraphs, bullets) be black.

## Visual Design Considerations

Approaches to CCP advertising format layout may vary, but should be developed with attention to the formal principles of effective visual design: unity, variety, visual hierarchy, and proportion (Evans and Thomas 2004). Most notably:

- Consideration of a unified visual experience for the user. In this case, CCP advertising will be both internally and externally “unified” through the consistent application of the specifications defined above.
- Maintaining visual interest through incorporation of variety into the design. Here, this can be accomplished effectively through the creative juxtaposition of contrasting foreground and background colors, and through the use of high-contrast designs.
- Conscious and thoughtful attention to the hierarchy of the user’s visual experience, i.e., the sequence in which a user will be drawn to individual design or content elements within an advertising tactic. The desired hierarchy for CCP advertising pieces will vary according to the goals, and formats, of individual advertising tactics.
- Consideration of principles of effective proportion, i.e., do the inner and outer dimensions of the advertisement layout support the goals of the tactic effectively?

In general, it is recommended that CCP advertising materials utilize thick horizontal black bands, with or without white text included, as a primary mechanism for establishing their internal composition.

### CCP Product Accessibility:

All advertising materials should include clear information on how to access the CCP product. In advertising materials distributed in electronic format, the CCP URL should be hyperlinked to the CCP site to facilitate ease of access.

### Website Usability

In addition to adhering to the principles defined above, it is recommended that the CCP Website itself be evaluated on an ongoing basis for adherence to the current best practices in web-based usability.

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In accordance with the principles defined above, the following checklist of criteria may be utilized to ensure the usability of current and future CCP advertising development:

**CCP Branding and Identity Considerations**

- Does document utilize approved color palette?
- Does document utilize approved font families?
- Is the CCP name appropriately presented as "CorpCommPodcast"?
- If the acronym "CCP" is utilized, is it defined upon initial use of the full name?
- Is CCP logo prominently displayed?
- Is NJIT logo prominently displayed?
- Are NJIT and CCP Logos placed in same red field?
- Is NJIT/CCP Branding given visual priority?
- Is MSPTC Logo present?
- Is CCP Identity Statement included?
- Is CCP Mission Statement included?

**Language and Style Considerations**

- Is document free from typos and spelling errors?
- Is document grammatically correct?
- Is document written clearly and succinctly?

**CCP Product Accessibility**

- Is link to CCP Website included?

**Visual Design Considerations (Unity, Variety, Hierarchy, and Proportion)**

- Is visual hierarchy of document reflective of desired user experience?
- Is document visually unified?
- Do textual styles and color combinations reflect visual variety?
- Do proportions (i.e., internal and external dimensions of document) reflect desired user experience?
- Are horizontal black bands employed to arrange internal composition?

**Pre-Launch Web Usability Considerations:**

- Are all links accurately labeled?
  - Do all links work?
  - Do all files download properly?
  - Is website compatible with multiple internet browsers?
  - Are all podcast titles, synopses, learning objectives, and Reference Lists included?
  - Are podcast files (MP3 and Supporting Reference List) available for download?
  - Are citations in Reference List appropriately formatted according to MLA requirements?
  - Does podcast content adhere to Best Practices as defined by the Product Development Team?
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## CCP Advertising Group Task List

Item	Task	Assigned	Status
1	Allocate tasks	Group	Complete
2	Request NJIT CCP Support SOM NJIT Website	P.Some	Complete
3	Design faculty survey email	P.Some D.Giangreco*	Complete
4	Define creative strategy & niche	Group	Complete
5	First group review	Group	Complete
6	Print Advertisement Draft layout 1 <sup>st</sup> Intra-group review Revised layout 2 <sup>nd</sup> Intra-group review	T. Woodworth	Complete Complete Complete Complete
7	Newsletter Draft layout 1 <sup>st</sup> Intra-group review Define content Revised layout 2 <sup>nd</sup> intra-group review Revised layout 3 <sup>rd</sup> intra-group review	K. Brathwaite	Complete Complete In Progress In Progress Complete In Progress In Progress
8	Brochure Draft layout 1 <sup>st</sup> Intra-group review Revised layout 2 <sup>nd</sup> intra-group review	P.Some	Complete Complete Complete Complete
9	Website Storyboard/site plan Define links Draft site 1 <sup>st</sup> Intra-group review Revised site 2 <sup>nd</sup> intra-group review Revised site 3 <sup>rd</sup> intra-group review	D. Glassco	Complete Complete Complete Complete Complete Complete Complete In Progress In Progress
10	Coordinate content inter-group Mission statement Logo Identity statement Podcast model Product specifications Final report format	P.Some  T. Woodworth	Complete Complete Complete Complete Complete

11	Second group review	Group	Complete
12	Distribution strategy/Cost-Benefit  Newsletter Brochure Print Ad	P.Some D. Giangreco*	Complete Complete Complete
13	Usability Guidelines	T. Woodworth T. Woodworth	Complete
14	Design User Survey	P.Some D. Giangreco*	Complete
15	Inter-group media review	All	In Progress
16	Third Group Review	Group	Complete
17	Submit final report	Group	Complete

Group

Keith Brathwaite

Debra Glassco

Paula Some

Thomas Woodworth

\* Product Development and Sales group

\*\* Core Values group

## Attachment 2: Email to School of Management

Date: Wed, 7 Mar 2007 16:40:53 -0500 (EST)  
From: "[Paula Some](mailto:pbs3@njit.edu)" <[pbs3@njit.edu](mailto:pbs3@njit.edu)> [Block Address](#)  
To: [Barbara.Tedesco@njit.edu](mailto:Barbara.Tedesco@njit.edu)  
Subject: **PTC642/Podcast Simulation**

Dean Tedesco:

I am a graduate student in Professor Elliot's Corporate Communications Seminar. Our class is currently engaged in a simulation to create CorpCommPodcast (CCP), a student-developed resource offering research-based podcasts covering topics in corporate communications, including case studies. We hope our model serves as foundation for a future service at NJIT.

Our initial primary target audience has been defined as Management and PTC graduate students and faculty. We would like to develop content that is timely and relevant to student needs. Any suggestions from you or other faculty would be greatly appreciated and helpful.

Also, feedback from users will be important as we move ahead. Would it be possible to invite members of your school community (students and/or faculty) to participate in a marketing research survey this semester? The survey platform has not yet been finalized, but may be through a link in the CCP website.

Thank you in advance for your assistance with our project.

Paula Some  
Student, PTC 642

### Attachment 3: Faculty Survey Email (Not Sent)

Dear Faculty:

We are graduate students in Professor Elliot's Corporate Communications Seminar.

Our class is currently engaged in a simulation to create CorpCommPodcast (CCP), a student developed resource covering research-based podcasts covering topics in corporate communications, including case studies. We hope our model serves as foundation for a future service at NJIT.

Our initial primary target audience has been defined as Management and PTC graduate students and faculty. We would like to develop content that is timely and relevant to student needs. The following are general subject areas for our model. Any suggestions from you or other faculty for concerning these or other specific topics would be greatly appreciated and helpful.

Thank you in advance for your assistance with our project.

Dana Giangreco  
Paula Some  
Graduate Students, PTC 642

#### Aspects of Communication

Identity, Image, and Reputation  
Corporate Advertising and Advocacy  
Media Relations  
Marketing Communications  
Internal Communications  
Investor Relations  
Corporate Social Responsibility  
Government Relations  
Crisis Communications

#### Historical/Social Considerations

Social Democracy  
Birth of the Modern Corporation  
Industrialization  
Specialization  
Global Economics  
Trade and Investment  
Social/Economic Impact of Historical Events (e.g., Great Depression, WWI & II)

## Attachment 4

### CCP Post-Launch Survey Background

#### Research Objectives

The MS-PTC program will be launching the new CorpCommPodcast (CCP) resource on May 2, 2007. The results of this survey will be used to help members of the MS-PTC student and faculty CCP team make informed decisions about the direction of the program. In particular, the goals of this effort include:

- Acquiring insight into the attitudes of primary audience members towards the CCP service and the quality of podcasts
- Receiving suggestions for changes and additional improvements to the CCP website and podcasts

#### Audience Identification

The following are key identifiers of the survey audience:

- Total population is 312 graduate student and faculty
- Survey primary audience includes NJIT graduate students (Master's level or higher) and NJIT faculty in the School and Management and Professional and Technical Communication program.
- All members of this audience have access to a computer
- Age – adults of varying ages

An important element of the survey design process is an audience analysis to breakdown the needs, values, and attitudes of the population. However, since no preliminary market research was conducted prior to the launch, an accurate assessment will be difficult to present. It is recommended that an audience analysis be completed following the survey.

#### Sampling Plan

This survey will be made available to the entire population in the primary audience. It is possible that members of the secondary audiences will also participate in the survey since it will be publicly available through the CCP website. Although we cannot ensure that the pool of respondents will include a random sampling of the primary audience, their feedback will still be valuable. Especially since the population is small, the bigger the number of responses the more statistically significant the results.

In order to achieve a 95% confidence level with confidence interval of 5 percent, the sample size needs to be 172 responses. If the sample size is reduced to 100 then a 95% confidence level will have a confidence interval of 8.09. As evident

here, with such a small population it will be important to achieve a high response rate for the survey to produce statistically valid results that can be deemed representative of the entire audience.

### Survey Design

The survey will be conducted via a short, self-administered questionnaire. Having consideration for the time-restraints and internet attention span of students and other audience members, it is recommended that the survey be limited to a maximum of ten questions. In addition, the survey will include an introduction and conclusion.

Questions will cover three distinct areas: CCP awareness and audience characteristics; CCP website; and CCP podcasts.

The survey should contain a combination of question types to maximize results from minimal questions.

- 1) Using Likert style scaled closed-end questions, the survey will gauge respondents feelings and attitudes towards CCP and the podcast product. This type of survey lends itself to the types of analysis useful for CCP decision-making. Responses will be based on a 5-point agreement scale where lower numbers indicate negative agreement and higher numbers positive agreement.
- 2) Single choice question to gather basic demographic data.
- 3) Open ended text questions where respondents can provide written answers in a comment box.

It is understood that there are possible limitations on the usefulness of this survey. With a limited number of fairly general questions, survey answers may only reveal superficial attitudes about CCP and the podcasts.

### Distribution Method

The survey will be conducted online through an internet survey service and accessible through the CCP website. Using the internet rather than email or other distribution method has several advantages for CCP. Web surveys can be completed conveniently and quickly. The CCP audience is technologically focused, and an internet survey shouldn't present any obstacles.

Preparation for this report included a review of several online survey providers, including SurveyMonkey and Questionpro. At this time, it is recommended that the survey be constructed and distributed through QuestionPro.com rather than SurveyMonkey for several reasons. Question Pro allows a free six month student research sponsorship with one survey and up to 5000 responses. Analytical tools and data export capabilities are included. The SurveyMonkey free

membership only includes 100 responses and analytical tools and data export are not available.

### Analysis

Several types of analysis can and should be conducted from this survey. Some of the results can be obtained directly from the online provider. In addition, data can be exported to SPSS or similar for additional analysis. The following are possible

- Graphical representation to investigate trends
  
- Descriptive Statistics
- Mean, Median, Mode, and Standard Deviation
- Table of frequency results
- Chi Square Test
  - This is useful for categorical data such a group membership
- T-Test
  - This test will allow significant differences in response patterns to be analyzed
- Qualitative Analysis
  - Analze responses to open ended questions through trait coding

### Related Costs

Since this survey will be available online, there are no related distribution or materials costs. At this time, no fee for use of a an outside web-based survey company since a free student research sponsorship is available. The survey will be designed and analyzed by CCP volunteers.

## CCP User Survey –POSSIBLE QUESTIONS

### Introduction

The CorpCommPodcast development team is striving to create a As CCP users fellow members of the NJIT community, your feedback is very important. We invite you to participate in a short survey about your experience with our website and podcast service. No personal information is requested, and the survey should only take a few moments of your time to complete.

### *CCP Awareness and Audience Characteristics*

Which of the following best describes your current role?

SOM Student	SOM Faculty	PTC Student	PTC Faculty	Other
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How did you learn about CCP?

Email	Print Advertisement	Brochure	Other Student	Faculty
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Listening to the CCP podcasts will improve my performance in my NJIT classes.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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### *CCP Podcasts*

I was pleased with the technical qualities of the CCP podcasts (including sound and accessibility.)

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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I would be willing to pay a nominal charge to use this resource on a continuing basis.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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I found the podcast useful and relevant to coursework.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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### *CCP Website*

The CorpCommPodcast (CCP) website is easy to user friendly and east to navigate.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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While using the website, I did not experience any technical difficulties.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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The Website content was up to date.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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What is it about the CCP website you'd most like to see improved?  
(text answer box)

What changes or additional features would you suggest for this website?  
(text answer box)

Thank you for your time and effort completing our survey. Your input is valuable as we continue to enhance the overall quality of the CCP experience.

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