

## EMPLOYMENT & MARKETING SURVEY

Name: \_\_\_\_\_ Term/Year: (ex. FALL/2018) \_\_\_\_\_

Class Site: ☐ Greenville ☐ Morristown ☐ Knoxville ☐ Online

### PROGRAM ENTERING:

#### Undergraduate

☐ Associate of Art in General Studies ☐ BS Business Administration  
☐ BA Psychology-Behavioral Health ☐ BA Interdisciplinary Studies with teacher licensure

#### Graduate

☐ MBA ☐ MAT ☐ Curriculum & Instruction ☐ Talent Development ☐ MSN-FNP

1. Employer (if not employed, write N/A): \_\_\_\_\_
2. Does your current employer offer tuition assistance or reimbursement? ☐ Yes ☐ No
3. If you answered no to question number 2, please skip to question number 4.

If you answered yes to question number 2, please give a contact within your Human Resources Department that is in charge of managing your company's tuition assistance or reimbursement programs:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

4. Tusculum University uses many sources to advertise and market its Adult and Online programs.  
Please check ALL of the sources you have seen and/or heard a TU advertisement or promotional:

<b>ARE YOU A...?</b> <input type="checkbox"/> New Student <input type="checkbox"/> Returning Student <input type="checkbox"/> Transfer Student <input type="checkbox"/> Tusculum Graduate <input type="checkbox"/> Tusculum Employee <input type="checkbox"/> Military (Student in the _____)	<b>COMMUNITY COLLEGE</b> <input type="checkbox"/> Walters State <input type="checkbox"/> Northeast State <input type="checkbox"/> Pellissippi State <input type="checkbox"/> Roane State <input type="checkbox"/> Mountain Empire <input type="checkbox"/> Virginia Highlands <input type="checkbox"/> Other (please list): _____	<b>RADIO</b> <input type="checkbox"/> WAEZ Electric 94.9 FM <input type="checkbox"/> WTFM 98.5 (Tri-Cities) <input type="checkbox"/> WRZK 95.9 FM (Tri-Cities) <input type="checkbox"/> WKPT 94.3 FM (Kingsport) <input type="checkbox"/> AM 1450 WSMG (Greeneville) <input type="checkbox"/> WWST Star102.1 <input type="checkbox"/> WCQR 88.3, 104.3 (Tri-Cities)	<b>INTERNET/MOBILE</b> <input type="checkbox"/> TU Website <input type="checkbox"/> Facebook <input type="checkbox"/> Google <input type="checkbox"/> Yahoo <input type="checkbox"/> GreenvilleSun.com <input type="checkbox"/> KnoxvilleNews.com <input type="checkbox"/> CitizenTribune.com <input type="checkbox"/> Other (please list): _____
<b>BILLBOARD</b> <input type="checkbox"/> Greenville <input type="checkbox"/> Johnson City <input type="checkbox"/> Knoxville <input type="checkbox"/> Morristown	<b>FESTIVAL/EXPO/SPECIAL EVENT</b> <input type="checkbox"/> Old Oak Festival (Greeneville) <input type="checkbox"/> Open House Event <input type="checkbox"/> Teacher In-Service <input type="checkbox"/> Other (please list): _____	<b>NEWSPAPER</b> <input type="checkbox"/> The Greenville Sun <input type="checkbox"/> Morristown Citizen Tribune <input type="checkbox"/> Kingsport Times News <input type="checkbox"/> Johnson City Press <input type="checkbox"/> Knoxville News Sentinel	<b>CAREER, JOB, OR EDUCATION FAIR in:</b> <input type="checkbox"/> Greenville <input type="checkbox"/> Knoxville <input type="checkbox"/> Morristown <input type="checkbox"/> Tri-Cities
<b>CHAMBER OF COMMERCE</b> <input type="checkbox"/> Greenville <input type="checkbox"/> Johnson City <input type="checkbox"/> Kingsport <input type="checkbox"/> Morristown <input type="checkbox"/> Rogersville/Hawkins County <input type="checkbox"/> Newport/Cocke County <input type="checkbox"/> Farragut/West Knoxville <input type="checkbox"/> Knoxville		<b>REFERRALS</b> <input type="checkbox"/> Friend <input type="checkbox"/> Family member <input type="checkbox"/> Co-worker <input type="checkbox"/> TU Student <input type="checkbox"/> TU Faculty <input type="checkbox"/> Other (please list): _____	<b>TELEVISION</b> <input type="checkbox"/> WCYB TV 5 <input type="checkbox"/> WJHL TV 11