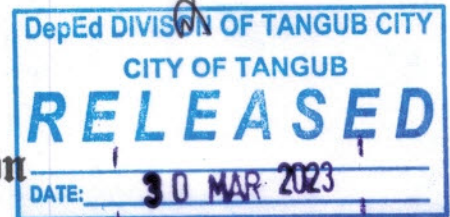




Republic of the Philippines  
Department of Education

Region X

SCHOOLS DIVISION OF TANGUB CITY



March 29, 2023

**DIVISION MEMORANDUM**


No. 84, s. 2023

**CONDUCT OF MARKETING SURVEY AND PROMOTIONAL CAMPAIGN  
OF LA SALLE UNIVERSITY**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors (CID and SGOD)  
Public Schools District In-Charge  
Public Secondary School Heads  
All Others Concerned  
This Division

1. Attached is the copy of request letter from La Salle University asking permission to conduct marketing survey and promotional campaign in schools of this Division.
2. Participation in this activity shall be purely voluntary and shall not hamper the instructional time in compliance with the provisions of DepEd Order No. 9, s. 2005 titled "Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith."
3. Immediate dissemination of and strict compliance to this Memorandum is enjoined.

  
**NIMFA R. LAGO, PhD, CESO VI**

Assistant Schools Division Superintendent  
OIC-Office of the Schools Division Superintendent 



Address: Anecito Siete St. Mantic, Tangub City  
Telenehone: (088) 530 - 5988



# La Salle University

La Salle St., Brgy. Aguada, Ozamiz City, Misamis Occidental  
www.lsu.edu.ph | 521 0342 / 532 1561



March 23, 2023

**NIMFA R. LAGO, PhD, CESO VI**  
*Assistant Schools Division Superintendent*  
OIC- Office of the Schools Division Superintendent  
Division of Tangub City

Greetings, Dr. Lago:

La Salle University would like to visit the different schools within the Division of Tangub City in March 2023 for a marketing survey and promotional campaign.

In this connection, we would like to respectfully ask approval from your office to conduct the said activities the details of which are as follows:

1. Short market survey composed of 3-4 open ended questions
2. Video presentation
3. Distribution of promotional flyers
4. Question and answer time on queries that will be raised by your students about LSU.

These activities will have an estimated duration of 1 hour and 30 minutes only.

Upon your approval, we will visit the principals or school heads of the selected junior and senior high schools in your division to ask also their permission for these activities and to book the possible date and time of the visit.

Attached herewith is the survey questionnaire for your reference.

Hoping for your positive response to this request.

Sincerely,

  
**John Ray Cadorna**  
*Marketing Associate*

- 09619370082

Noted:

  
**Raymundo Dolor**  
*Vice-President for Planning & Strategic Services*

**Dr. Wenny Caseros**  
*University Chancellor*

**MARKET SURVEY  
GRADES 11 & 12**

I. List the top 3 college degree programs you have in mind that you will enroll when you will be in college. Arrange your answers in the following order: 1 - being the most preferred; 2 - being moderately preferred; 3 - being the least preferred

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

II. List the top 3 universities/colleges that you have in mind that you intend to enroll in college. Arrange your answers in the following order: 1 - being the most preferred; 2 - being moderately preferred; 3 - being the least preferred

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

III. What is your primary factor of choosing the university/college?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**MARKET SURVEY  
GRADES 9 & 10**

I. What senior high strand do you intend to enroll in senior high?

\_\_\_\_\_

II. List the top 3 college degree programs you have in mind that you will enroll when you will be in college. Arrange your answers in the following order: 1 - being the most preferred; 2 - being moderately preferred; 3 - being the least preferred

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

III. List the top 3 universities/colleges that you have in mind that you intend to enroll in college. Arrange your answers in the following order: 1 - being the most preferred; 2 - being moderately preferred; 3 - being the least preferred

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

IV. What is your primary factor of choosing the university/college?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_