

# Week 3 - Assignment

**Due** Monday by 11:59pm

**Points** 7

**Submitting** an external tool

## Survey Proposal

[WLOs: 4, 5] [CLOs: 4, 5]



Watch this video featuring Dr. Kevin Kuznia, Academic Department Chair.

### [Transcript](#)

Prior to beginning work on this assignment, review Chapters 8 and 9 of your textbook.

In this week's discussion, you identified parameters for your sample population. Now, you will need to create a survey proposal. Your survey must be thorough and persuasive enough to convince your leadership to sponsor your survey.

In your paper,

- Explain why you want to conduct the survey and what you hope to gain from the survey responses.
- Identify the type(s) of data you hope to collect.
- Outline the parameters for your proposed survey, taking into consideration what you believe management wants to know.