Written Assignment - Creating a Survey/Questionnaire

A marketing campaign would not be successful without gathering sufficient data. Surveys and questionnaires are a great and inexpensive method for retrieving data. During this week's assignment, please identify the ultimate goal of your survey by focusing on the questions below:

* What would you like to know about the stakeholders of the organization?
* What information can help the hospital stay competitive?

These questions will assist you during the creation of your survey or questionnaire.

The Health Facility and case I am doing my project on is

Review of Alleged Misuse of VA Funds at the VA Pittsburgh Healthcare System

One place you can find info on this facility is through the website of Dept. of Veterans Affairs- Office of Inspector General.

This assignment should be approx.. 2 pages