

- 1) Which of the following “sales pitches” is least likely to be made by a Canadian sociology program?
- A sociology degree will help you to get a job after graduation.
 - Students will be engaged and intellectually stimulated.
 - Students will be better prepared to improve the world around them.
 - Students will receive a broad, liberal arts education and a well-rounded learning experience.

Answer: b

Page Reference: 8 & 15

- 2) Promises to provide a broad and diverse liberal arts program through sociology vary dramatically depending on _____:
- the size of the institution
 - the tier of the university
 - the experience of professors
 - the length of the program

Answer: d

Diff: 1

Type: MC

Page Reference: 9

- 3) “First, arts courses are meant to broaden our minds and help us appreciate the workings of our world.” Which promise is a sociology department trying to fulfill if it uses this statement in its advertising?
- Achieving a clear pathway to particular careers as a result of the credential
 - Enhancing students’ ability to improve the world around them through critical analysis
 - Receiving a broad, liberal arts education that would ensure a well-rounded learning experience
 - Mobilization of particular social values

Answer: c

Diff: 2

Type: MC

Page Reference: 9

- 4) A promise to improve social conditions is _____ as likely to be made by departments in primarily undergraduate universities as compared with doctoral comprehensive universities.
- half

- b. equally
- c. twice
- d. Four times

Answer: c

Diff: 1

Type: MC

Page Reference: 10

5) A quote such as “Our faculty possess a wealth of expertise acquired through study and research in a variety of countries and are internationally recognized in their areas” signals that the department is being marketed as _____.

- a. an elite program
- b. an accessible program
- c. an enriching program
- d. a comprehensive program

Answer: a

Page Reference: 14

6) Promises of accessible material, patient and easy to understand teachers, and small class sizes would be used to convince students that the sociology department is _____.

- a. an elite program
- b. an accessible program
- c. an enriching program
- d. a comprehensive program

Answer: b

Diff: 2

Type: MC

Page Reference: 15

7) Write an essay in which you consider the degree to which specific market-based tools should be prioritized in the sociological curriculum. In your essay, address the potential benefits and drawbacks of this focus. Also consider whether this would strip away the potential for critical and independent thought.

Answer:

8) Some writers have argued that researching and teaching generally conflict with each other. Discuss the arguments made for and against this position and compare this to your own experience as a sociology student.

Answer:

9) Discuss the various pitches that universities use to convince students of the merits of their programs. In this essay contemplate which pitches you think are most influential to contemporary students and why.

Answer:

10) Consider how broader socio-economic demographics might influence how a particular sociology department markets its program.

Answer: