Doctorate Degree
in Media and Communication (Ph.D.)
REFERENCE FORM

NAME OF APPLICANT ……

Note to the Recommender: The person whose name appears above is applying for admission to the School of Media and Communication, Pan-Atlantic University. Your candid assessment of the applicant will assist the Admissions Board in its evaluation, and we thank you for your time and effort in filling this form.
The Admissions Board may contact you for further information regarding the candidate. **Please seal and sign the back flap of the envelope or email it to phd@smc.edu.ng**

1. How long have you known the applicant and in what connection?
   ……
2. What do you consider the applicant's talents or strengths? .....
   ……
   ……
3. What do you consider the applicant's weaknesses or developmental needs? ……
   ……
   ……
4. What do you consider the applicant's long-term career goals?
   ……
   ……

The School of Media and Communication, Pan-Atlantic University, is committed to training and instilling in our students the highest level of ethics in the pursuit of their professional work and personal life, thus preparing them to play an active role in society with a sense of purpose and integrity

5. Please rate the applicants in the following areas: excellent (5); very good (4); good (3); fair (2); poor (1)

Item/rating	**5**	**4**	**3**	**2**	**1**
Integrity/Honesty					
Emotional Intelligence					
Team Spirit					
Level of Commitment					
Ability to organize and express ideas orally and in written form					
Motivation towards successful and productive career					
Capacity for critical thinking					
Ability to work independently					
Leadership ability					

Overall Recommendation……..

Recommender's Name …… Recommender's Signature/Date……

Position or Title…… Organization……..

Business Address……

Street City State Postal Address

Email Address ……Mobile Telephone Number……

If the Admissions Board needs further information regarding the candidate, indicate preferred contact. Just tick (∨)

Business Telephone Number……. Email…… Business Address…….