Academic Program Promotion Worksheet

Type your responses to the information requested in the spaces below each item. When you have completed this worksheet, save and upload it using the *Files* field when you complete the [web services request form](https://www.samford.edu/go/webrequest).

# Overview

The **primary objective** for program pages is **conversion** with secondary goals of awareness and lead engagement. The **primary audience** is **prospective students** with a secondary audience of parents for undergraduate programs. **The primary calls to action are: Apply, Visit, Request More Information, Explore the Classes, Estimate Your Cost and Contact Your Counselor.**

## Program Name

Enter the name and type of degree being promoted (i.e. Bachelor of Science in English, Master of Business Administration, J.D. or Pharm.D.).

## Program Summary

Describe the essence of your program in one or two paragraphs.

## Personality Profile (Is This Program for Me?)

List the personality traits of candidates who will typically be successful in this program.

## Degree Prerequisites

For graduate programs, list any degrees or certificate prerequisites for entering this program.

## Core Concepts (What Will I Learn?)

List the key knowledge, skills, and concepts a successful graduate will gain during this course of study.

## Differentiators (What Makes Us Different?)

List the key reasons a prospective student might choose this program over a similar program at another university.

# Career Preparation

## Market Ready

Describe the ways in which this program specifically prepares students for their future careers.

## Career Opportunities

List some of the potential career paths graduates might pursue with this degree.

## Internships & Fellowships

List the top 10 organizations where students have held internships and/or fellowships.

# Accolades & Alumni

## Awards & Recognition

List national awards or recognition granted to your program, students, faculty, and alumni.

## Notable Alumni

List (inter)nationally renowned alumni along with their corresponding year of graduation.

## Notable Faculty

List (inter)nationally recognized faculty with the award or recognition and year recognized.

## Testimonial Quotes

Provide student, alumni, or industry leader testimonials. Be sure to include the following: name, year of graduation, current job title and company or organization name. If possible, be sure to include an image of the individual.

# Suggested Media

## Video (optional)

Provide the url of an introductory YouTube/Vimeo video for this program or contact the director of [broadcast media](http://www.samford.edu/departments/marketing/videography) to request a video shoot.

## Photos (optional)

List photos from the [Samford photo gallery](http://samfordimages.photoshelter.com/#!/galleries/C0000e73eBpkj9Hs), contact the director of [photographic services](http://www.samford.edu/departments/marketing/photography) for a photo shoot, or upload photos for which you have obtained a license or marketing permission using the *Files* field when submitting the [web services request form](https://www.samford.edu/go/webrequest).