

## Program Profile for *USA Education Guides*

Thank you for participating in Hobsons' 2010 print publications. To assist you in creating your program profile, we've put together some guidelines that will help you produce a unique profile for our student readers. Please submit the following materials via e-mail, CD, DVD, or FTP site.

[Click here to download FTP instructions.](#)

### □ Program information

- Name of program (Please provide exactly how you would like your program name to appear on your profile)
- Degrees available
- Length of program

### □ Photos

- Quantity: two to three (your Hobsons designer will select which photos to use based upon the layout and design of your profile)
- Minimum size: 1200 x 1200 pixels\*
- File format: TIFF or JPEG
- Color format: CMYK

*\*These measurements apply no matter what the dpi/resolution of the photo may be. Do not crop or resize photos.*

[Click here to download a sample program profile.](#)

### □ Content

- Format: Question & Answer
- Maximum word count: 300
- File format: Microsoft Word
- Answer eight to ten of the following questions about the program you're promoting with your page:
  - What is unique about the program/course/college you're promoting?
  - What are the expected outcomes for a graduate of your program/course/college?
  - Name some career opportunities that graduates of your program/course/college have had.
  - What specific qualifications/characteristics do you look for in prospective students?
  - Why should international students consider your program/course/college?
  - Highlight some of the faculty members that teach in this program/course/college.
  - How do you think a degree in this program/course/college will help an international student meet their future goals?
  - What are some of your specific program/course/college admission requirements?
  - Describe the classroom environment for this program/course/college.
  - How does this program/course/college stand out among similar programs/courses/colleges?
  - Is work experience available? (internships, co-ops, etc.)
  - Is work experience required to enter this program?