

## Program Profile for MBA Guides

Thank you for participating in Hobsons' 2009 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. Therefore, please submit the following materials via e-mail, CD, DVD, or FTP site. [Click here to download FTP instructions.](#)

### □ Program information

- Name of program
- Degrees available
- Length of program

### □ Photos

- Quantity: five (your Hobsons designer will select which photos to use based upon which will work best with 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.*

### □ Content

- Format: Question & Answer
- Maximum word count: 450
- File format: Microsoft Word
- Answer eight to ten questions from the appropriate lists below about the program you are promoting with your page

#### General program profile questions

- What is unique about the full-time 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 should full-time students embody?
- Highlight some of the faculty members who teach in this program/course/college. How do their teaching approaches directly benefit full-time students?
- How do you think a degree in this program/course/college will help students 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?
- Are students advised to work while studying in this program/course/college?

- Is work experience required to enter this program?
- Why should undergraduate students consider your program/course/college for graduate study?

#### Questions specific to part-time programs

- What is unique about the part-time program/course/college you're promoting?
- What specific qualifications/characteristics should part-time students embody?

#### Questions specific to women

- What are the expected outcomes for female graduates of your program/course/college?
- Name some career opportunities that female graduates of your program/course/college have had.
- What specific qualifications/characteristics do you look for in female applicants?
- Highlight some of the faculty members who teach in this program/course/college. How do their teaching approaches directly benefit female students?
- How do you think a degree in this program/course/college will help female students meet their future goals?
- Why should female undergraduate students consider your program/course/college for graduate study?

#### Questions specific to international students

- What unique needs of international students are targeted by the program/course/college you're promoting?
- Do graduates of your program/course/college regularly pursue careers in the United States? Does your program/course/college facilitate that pursuit through advising and career services?
- Give examples of some career opportunities that graduates of your program/course/college have had.
- What specific qualifications/characteristics do you look for in international applicants?
- Highlight some of the faculty members that teach in this program/course/college. How do their teaching approaches directly benefit international students?
- How do you think a degree in this program/course/college will help international students meet their future goals?
- What are some of your specific program/course/college admission requirements?
- How does this program/course/college stand out among similar programs/courses/colleges?

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