

School Profile for MBA Guides

Thank you for participating in Hobsons' 2009 print publications. Your school profile will appear in alphabetical order by school name whenever possible and will be featured on both the table of contents in the beginning of the guide and the comprehensive directory at the end.

We've put together some guidelines to help you produce a targeted, informative profile for our student readers. Please submit the following materials via e-mail, CD, DVD, or FTP site.

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

□ School colors

- PMS (Pantone Matching System) colors and CMYK equivalents (for example, red=PMS 201, C=0, M=100, Y=63, K=29)
- Provide both primary and secondary colors (if applicable)

□ Logo

- Minimum size: either the height or width must be a minimum of 600 pixels* (unless file is an EPS)
- File format: vector art in EPS preferred; TIFF and JPEG also accepted
- Color format: PMS colors with CMYK equivalents

□ 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
- Subjects for photos could include: students, activities, athletics, dorm rooms, computer labs, or other unique campus features

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

□ Accreditation

Please indicate which of the following accreditations your school holds, and the appropriate logos will be displayed on your school profile:

- AACSB
- AMBA
- Equis

□ Content

- Profile text can be written as bullet points or full paragraphs; you can choose to write from either a first-person or third-person perspective.
- Maximum word count: 350
- File format: Microsoft Word
- Suggested topics:

General school profile suggestions

- Overview—Mission, history, traditions, recent developments, and future plans
- Setting—Location, campus size, access to local corporations/job opportunities
- Accreditation/recognition—Awards, rankings, esteemed faculty
- Program features—Advantages of meeting daily, entrance requirements, size, facilities, length of program, available technology, study time advantage over part-time student, less work-related pressure, wider course/degree offerings, career services
- Student body—Number of students per program, top specializations/careers
- Student activities—Professional organizations, study-abroad opportunities, national clubs, student-managed projects, opportunities for field research

Suggestions specific to part-time programs

- Overview—Mission, history, traditions, future plans
- Program features—Flexibility with work schedule, increased chance of employer tuition reimbursement, immediate application of skills learned, smaller class sizes, facilities/technology, variety of course offerings, reduced tuition, individualized attention, career services, less "grade-centered" than full-time programs

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Suggestions specific to women

- Program features—Entrance requirements, size, facilities, length of program, versatility, ability to apply the MBA to an existing career or for career change, progressive culture, balanced and varied course offerings, non-threatening competition, acceptance of students from all different backgrounds, scheduling flexibility
- Student body—Number of female students per program, average part-time class size, diversity

Suggestions specific to international students

- Accreditation/recognition—Awards, rankings, esteemed faculty who will serve as career-long resources
- Program features—Entrance requirements (including international test scores), size, facilities, length of program, flexibility, intensive ESL offerings, global degree recognition, preparation for leadership and expanded skill set, varied course offerings, career services, academic counseling, scholarship opportunities, housing options

KeyFacts®

Visit <http://keyfacts.collegeview.com> to revise your details and reflect your current information. The following KeyFacts® will be pulled for your print profile:

School name
Program name
Address
Telephone number
Fax number
E-mail address
Web site
Type of program
Degrees offered
Length of program
Tuition
Scholarships/funding
Entry requirements
Application deadlines

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