

# lesson 28: college branding and marketing

**outcome:** Deconstruct how colleges sell themselves using promotional materials and a real-life college tour.

**DIRECTIONS:** Fill in the worksheet below with facts and opinions about the college you visited.

College name: \_\_\_\_\_

City and state: \_\_\_\_\_

## COST/TUITION

- Less than \$2,500
- \$2,500 to \$5,000
- \$5,000 to \$7,500
- \$7,500 to \$10,000
- \$10,000 to \$15,000
- \$15,000 to \$20,000
- Over \$20,000

## PROGRAM OPTIONS OFFERED:

### Type of College

- Vocational or technical programs that typically last from a few weeks to just under two years
- Associate degree programs which are generally two years and are usually found at two-year colleges
- Bachelor's degree programs which are typically four years in length and can be found at four-year colleges and universities
- Graduate degree programs leading to a Master's or PhD and which generally require an undergraduate degree and a minimum of one year

### Type of Degree

- Certificates
- 2-year Associate degrees
- 4-year Bachelor's degrees
- First Professional (Master's) degrees
- PhDs and Second Professional degrees

Majors they offer: \_\_\_\_\_

## CAMPUS ENVIRONMENT

### Geographic Location

- West
- Northeast
- Southeast
- Midwest
- American Protectorates (Puerto Rico, Guam, or the Virgin Islands)

Why? \_\_\_\_\_

# STUDENT HANDOUT

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## School Setting

- Major city (population 300,000 or more) or within its metropolitan area (approximately 25-mile radius)
- Small/medium city (population 75,000 to 299,999) or within its metropolitan area (approximately 15- to 25-mile radius)
- Large town (population 25,000 to 74,999) or within a 10-mile radius of a large town
- Small town (population 5,000 to 24,999) or within a 5-mile radius of a small town
- Rural community (population under 5,000) or near a rural community

Describe the campus environment. How does it feel? What do you see around you? \_\_\_\_\_

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## SOCIAL LIFE

### Size

- Extra small — under 2,500 students
- Small — 2,500 to 5,000 students
- Medium — 5,000 to 10,000 students
- Large — 10,000 to 15,000 students
- Extra large — 15,000 to 20,000 students
- Super-sized — over 20,000 students

Describe the student body. What types of students do you see around you? \_\_\_\_\_

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List activities they offer: \_\_\_\_\_

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**Is it for you? Give the college between one and five stars for each category. Would you be comfortable there?**

Overall Campus



Student Body



Dorms



Labs (including science, art, and other special labs)



Cafeteria



Classrooms



Other interesting facts about this college: \_\_\_\_\_

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My questions about this college: \_\_\_\_\_

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