**DEPARTMENTAL/PROGRAM MARKETING STRATEGY**

intake/questionnaire

**Marketing objectives (what are your top goals related to marketing?)**

E.g**.**

* Increase undergraduate or undergraduate enrollment
* Attract and retain faculty
* Increase engagement with alumni
* other

**Important context (related to your marketing and communications needs)**

E.g.

* Fast growing programs
* Low enrolled programs
* Programs that drive reputation
* Faculty recruitment or capacity challenges
* other

**Peers/competitors (who we compare ourselves to and compete with for students)**

**Points of parity (things you would expect to find in similar programs at peer institution**

E.g.

* Big research university setting
* Experiential learning

**Potential points of differentiation for your programs at Iowa (elaborate/illustrate however possible)**

**What is (your department’s broad subject matter area) about, in general?**

**What are your program’s biggest pride points, strengths, or achievements?**

**What defines (your program or programs) at Iowa?**

**What is an example or two of the key kinds experiences that students will have in these programs?**

**Where do graduates of your program/programs go on to work (or study) after graduation?**

**Who are the students that are currently enrolled in your programs?**

**E.g.**

* What are their interests?
* What are their academic backgrounds?

**Why should a student study (your program) at Iowa?**