

Capitol Technology University—Branding and Marketing

- Situation** Since its founding in 1927, Capitol College has thrived as the only independent institution of higher learning in Maryland dedicated exclusively to programs in engineering, computer science, information technology, and business. It is recognized for its practical, hands-on classroom instruction as well as for its online education that provides students with the knowledge and skills necessary to prepare for and advance STEM careers.
- Capitol needed a more impactful branding and messaging platform to reflect its unique educational programs and standing in a job market that was increasingly emphasizing technology and information science knowledge.
- Solution** After being selected to lead Capitol's rebranding effort in 2009, The Design Channel embarked on a deep-dive research effort centered on interviews with Capitol administrators, staff, and students to establish a foundation for messaging and creative strategies. We also examined the marketing campaigns of competitive schools and conducted an in-depth review of Capitol's marketing materials. Our research led to a positioning and theme line that served as a campaign anchor for years to come: "Capitol College isn't for everyone. But it's perfect for me." This theme was implemented across print, digital, radio, and outdoor, with targeted messaging and media buys for undergraduate and graduate prospects. We also implemented a very successful search engine marketing campaign. All tactics were linked to a campaign microsite.
- In 2014, when Capitol College made the decision to rename itself Capitol Technology University, it needed to ensure that its new name and expanded capabilities were featured in branding efforts going forward while still maintaining a familiar nod to its previous messaging. We developed a campaign theme of "The University of..." that featured a series of compelling benefits and possibilities graduates could realize through a Capitol education, as well as an evolutionary look and feel.
- Result** The branding campaign centered around the "...not for everyone. But perfect for me." theme was an instant success. It was cited as a campaign that strongly resonated with students that Capitol was seeking to attract and as a key factor in raising the number of students enrolled at Capitol by 20% during the first three years of the campaign.
- The latest campaign supporting the school's name change has been widely applauded by staff, students, and recent graduates. And the PPC campaign has consistently helped generate interest from undergraduate and graduate leads nationwide. Each month, it has delivered, on average, 1,000 unique IP addresses and repeat visitors on "Cap Tech" landing pages, 210 phone inquiries, and 34 web contact form submissions—at under \$20 per lead.

- Research Modes Used:

Phone interviews with graduate students

Audit of existing communications material

Capitol College isn't for everyone.
But it's perfect for me.



Capital College isn't for everyone. But it's perfect for me.

Not everyone wants a career in astronautics. Then again, I'm not everyone. That's why Capitol College is the best launch pad for the future I want as a spacecraft designer. It offers the astronautical engineering program and NASA internship opportunities I've been looking for, while giving me the flexibility and support to manage my studies around my part-time job at the Space Operations Institute on campus. It's the perfect place for making my dream come true.

The latest wave of anti-corruption focused programs and policies encourages risk capital venture capitalists

中国地质大学（北京）地质研究所 北京 100083



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Capital College isn't for everyone. But it's perfect for you.

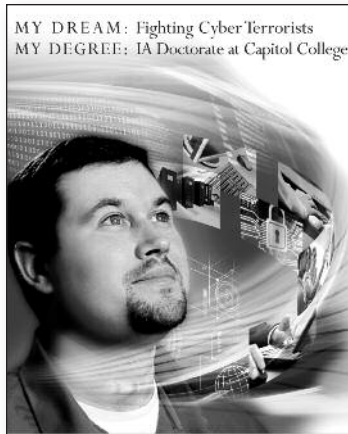
You can follow traditional paths. Or you can follow your dream which, for me, is starting my own business. But every dream needs a solid foundation — like the MBA program at Capital College. In addition to developing my leadership skills and strengthening my ability to use technology to solve business problems, the program fits my work and personal schedule. Courses are conducted online with live, streaming audio, so I can learn from home while getting the interactive, collaborative experience of a classroom. You have to be sharper than ever to build a company online. That's why the best business decision I ever made was getting my Capital College MBA.

To learn more about our career-focused programs, visit capital-college.edu/hr

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- o wall street journal advertising
- o postcards
- o metro car rails

MY DREAM: Fighting Cyber Terrorists
MY DEGREE: IA Doctorate at Capitol College



Capitol College isn't for everyone.
But it's perfect for me.

For me, a career in the cybersecurity can be yours. Now the road is to a personal, exciting journey in cyber security. In a large world, Capitol College offers a Doctor of Science in Information Assurance, which enables me to fight the high-level expertise in design, innovation and policy. One of the best things about the program is that it's a graduate career with the exciting focus, which gives me the ability to manage my coursework around a full-time work schedule. There's right and wrong in the online world, and an information assurance doctorate from Capitol College is definitely right for me.

To learn more about our DSc, MS, BS and certificate programs in information assurance, visit capitol-college.edu

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Capitol College is recognized as a National Center of Academic Excellence in Information Assurance Education by the NSA and DHS.

ENGINEERING • COMPUTER SCIENCE • INFORMATION TECHNOLOGY • BUSINESS • 800-986-6992

MY DREAM: To Run My Own Business
MY SCHOOL: Capitol College



Capitol College isn't for everyone.
But it's perfect for me.

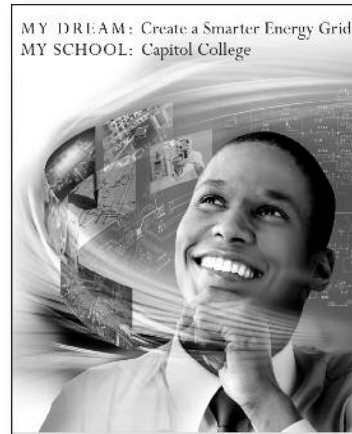
You can follow traditional paths. Or you can follow your dream which, for me, is running my own business. But even dream reality is a lot harder to do — like the MBA program at Capitol College. In addition to developing my leadership skills and unearthing my ability to use technology to solve business problems, the program fits my work and personal schedule. Courses are combined online with live, on-site projects, so I can learn from home while putting the theoretical, collaborative experience of a classroom. You have to be desperate to not attend a campus today. I think why this has become a decision I never made was getting my Capitol College MBA.

To learn more about our career-focused programs, visit capitol-college.edu

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MY DREAM: Create a Smarter Energy Grid
MY SCHOOL: Capitol College



Capitol College isn't for everyone.
But it's perfect for me.


I like making things work, but I love making things work better. In completing my MS in electrical engineering and creating power systems in the lab, getting my MS in electrical engineering at Capitol College. Professors who work at companies like General Dynamics and Fordham University provide personal instruction through online courses with live, on-site projects. I think I have a few more to go. The experience I gained with the Innovation Team. To become an architect of a smarter grid, getting my MS in Capitol College is a no-brainer.

To learn more about our MS in electrical engineering and other graduate programs, visit capitol-college.edu

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MY SCHOOL: Capitol College



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I like making things work. But I love making things work better. In getting my vision for energy and disaster power systems to life, I'm getting my MS in electrical engineering at Capitol College. Professors who work at companies like General Dynamics and Fordham University provide personal instruction through online courses with live, on-site projects. I don't have to leave home to get the experience I need with the Innovation Team. To become an architect of a smarter grid, getting my MS in Capitol College is a no-brainer.

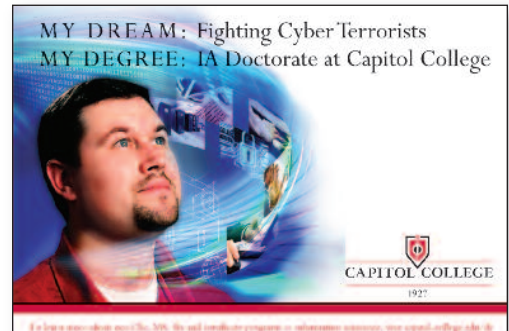
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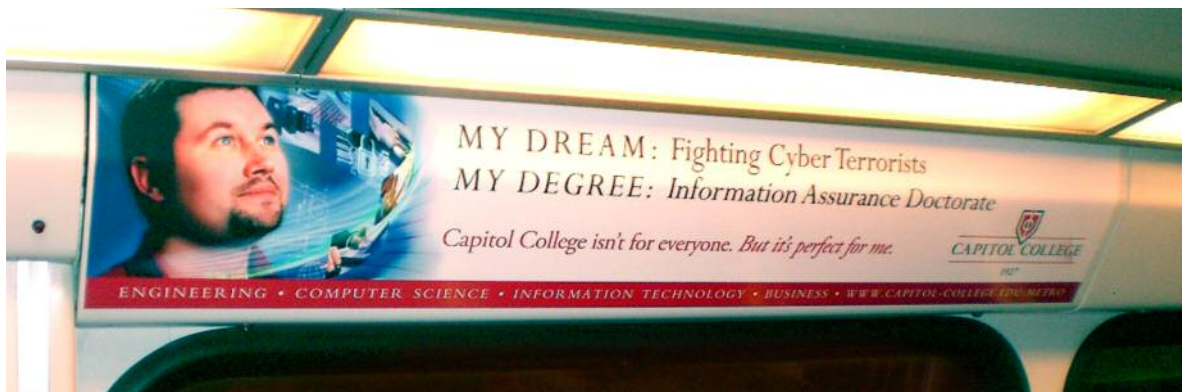
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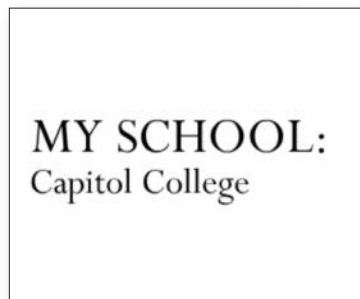
MY DREAM: Fighting Cyber Terrorists
MY DEGREE: Information Assurance Doctorate

Capitol College isn't for everyone. *But it's perfect for me.*

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- o online banner ads—
undergraduate program
- o undergraduate landing page



"MSEE" :60 Radio Spot



"IA DOCTORATE" :60 Radio Spot



- search engine marketing

electric engineering - Google

https://www.google.com/search?q=electric+engineering&ie=utf-8&oe=utf-8&q=electric+en

electric engineering

Web Images Shopping News Maps More Search tools

About 257,000,000 results (0.56 seconds)

Did you mean: [electrical engineering](#)

Electrical Engineering BS - captechu.edu
[www.captechu.edu/Capitol_Tech_Univ](#)
 The Job Offer Guarantee University. See Available Classes & Register.
 About Capitol Tech Univ. - Graduate Programs - Prospective Students

Electronics Engineering - ECPI.edu
[www.ecpi.edu/ElectronicsEngineering](#) (844) 242-2872
 Learn in Virtual Labs from a Leader in Skills-Based Education.
 Best for Vets - In-Demand Graduates - Valuable Education
 Ratings: Career growth 9.5/10 - Campus 9/10 - Online experience 9/10
 Military Friendly - About Us - Accreditation

Google Engineering Jobs
[www.google.com/careers](#)
 Build Epic Stuff. Blazing Fast.
 Do Cool Things That Matter. Join Us

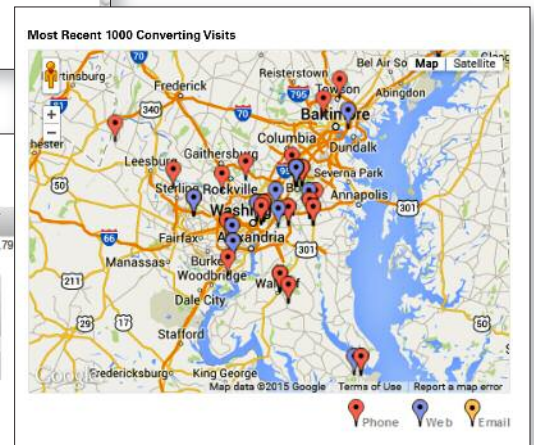
Electrical Engineering
[www.apus.edu/Electrical-Engineering](#)
 3.7 ★★★★★ rating for apus.edu
 Earn Your Electrical Engineering Degree Online at APU. Enroll Now.

Electronics Engineering
[www.grantham.edu/ElectronicEng](#)
 100% Online, Frequent Class Starts.
 Fin. Aid May Be Avail. Learn More!

Engineering Electrical
[asuonline.asu.edu/electrical](#)
 Get Your Bachelors 100% Online
 Arizona State University Online

Electrical engineering is one of the newer branches of **engineering**, and dates back to the late 19th century. It is the branch of **engineering** that deals with the technology of **electricity**. **Electrical engineers** work on a wide range of components, devices and systems, from tiny microchips to huge power station generators. Aug 26, 2014

What Is Electrical Engineering? - LiveScience
[www.livescience.com/47571-electrical-engineering.html](#)



Campaign Summary for Capitol Technology University

Impressions	Clicks	Visits	Pages Viewed	Avg Pages Per Click	Avg Pages Per Visit
16,861	412	2,000	8,566	20.79	

Page Label	Page URL	Number of Views	Contact Type
More Information Clicked	/proxy-static/includes/trk.php?ApplyClicked	18	Lead
Contact Form Submission	/proxy-static/includes/trk.php?formSubmission	1	Lead

- March Lead Volume:
 - 255 Calls
 - 19 Web Contact Form Submissions
- Brand Awareness - Ads Shown 16,861 Times (Impressions)
- 412 Clicks (unique IP addresses)
- 2,000 Visits (unique IP addresses + repeat visitors)
 - Ad Strategy is proving Effective in Generating Traffic Volume and repeat visits
- 1.50 Average Clicks per Lead
 - exceptionally high 66.5% campaign conversion rate directly related to high quality site traffic and ongoing optimizations

[illegible]

This media campaign was designed to support the overall development efforts of Capitol by creating awareness in the marketplace. Additionally, the campaigns supported recruiting by creating awareness of the University's unique brand, offerings, and open-house opportunities. The campaign supported both undergraduate and graduate programs as well as the military subset group. Each year we tweak the media strategy and tactics based on budget, target priority and continue to leverage the elements that worked best.



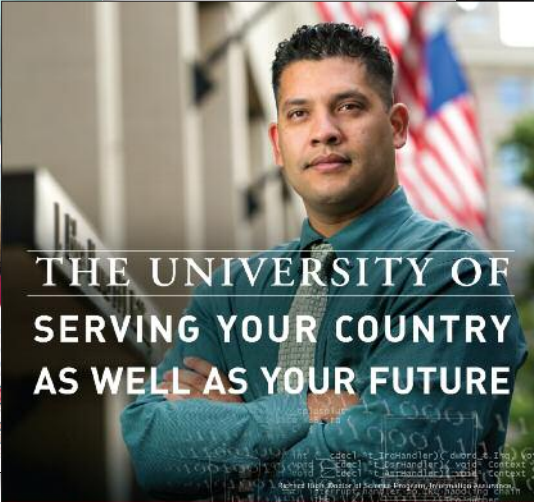
THE UNIVERSITY OF BUSINESS EDUCATION FLUENT IN TECHNOLOGY

IT-CENTERED MBA PROGRAM

Capitol College is now Capitol Technology University. But our business focus is still delivering tech-focused degrees that yield dividends for your future. Our MBA program provides you with not only solid credentials for management and leadership positions but also an in-depth understanding of how to use technology to solve problems and achieve business objectives. And the live audio, online courses provide the perfect platform for balancing work and personal schedules. For career advancement, Capitol Technology University could be the smartest business decision you'll ever make.

Learn more about our job offer guarantee at theuniversityof.net

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THE UNIVERSITY OF SERVING YOUR COUNTRY AS WELL AS YOUR FUTURE

MILITARY-FRIENDLY DEGREE PROGRAMS

Capitol College is now Capitol Technology University. The air and services, it's one of the best places to lay the foundation for or advance a technology-based career. Here you'll learn from experts who consult with national security leaders and guide top defense contractors. And our online platform delivers live streaming audio and allows for direct engagement with classmates and professors. These are just a few reasons we're listed annually as one of the nation's top military-friendly institutions. Wherever your future takes you, Capitol Technology University can help take you further.

Learn more about our military-friendly programs at theuniversityof.net

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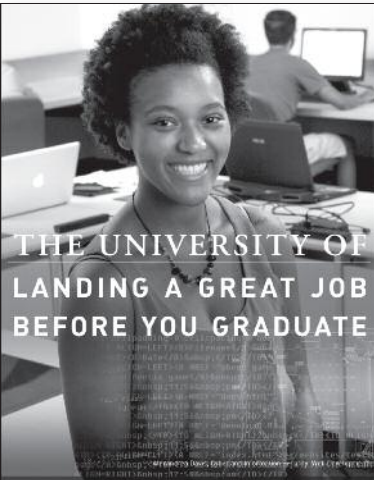
THE UNIVERSITY OF NEVER HAVING TO LIVE IN YOUR PARENTS' BASEMENT

STEM-FOCUSED DEGREE PROGRAMS

Our courses with even more ways to prepare you for the career you want. With Capitol Technology University—formerly Capitol College—our newly expanded STEM-focused programs have a well-earned record of launching technology and engineering careers. Capitol Technology University is one of a select number of institutions endorsed by the Institute of Electrical and Electronics Engineers as a quality engineering education. With a Capitol Technology degree, your career will always be living on the fast track.

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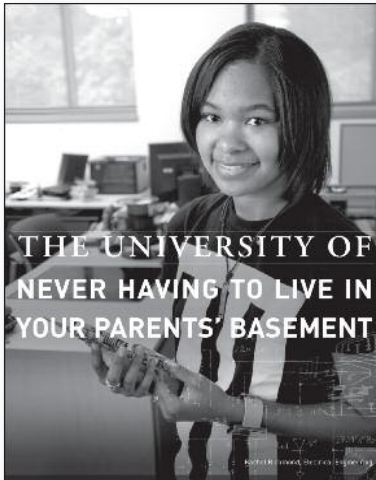
THE UNIVERSITY OF LANDING A GREAT JOB BEFORE YOU GRADUATE

EXCLUSIVE JOB OFFER GUARANTEE

Our name is new, but our commitment to your success isn't. Capitol Technology University formerly Capitol College, is so confident that the degree you earn here will land you a position in engineering, information technology, or business, we offer a job guarantee. It's no wonder we're recognized as a National Center of Academic Excellence in Cyber and Information Security by DHS and NSA. And with our ties to many leading technology companies and organizations, you may be employed in your degree field even before graduation. We should just tell you we prepare you for success—no guarantee is.

Learn more about our job offer guarantee at theuniversityof.net

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EDUCATION REPORT

February 17, 2015

Capitol Technology University Proud to be Military Friendly

When it comes to educating active and former members of the armed forces, Capitol Technology University has a long, proud heritage. In fact, Capitol has repeatedly been named to Victory Media Inc.'s "Military Friendly Schools" list, which appears in G.I. Jobs Magazine and honors the top 20 percent of colleges, universities, and trade schools that are doing the most to embrace America's military service members, veterans, and spouses and ensure their success on campus.

"We're honored to be recognized as a military-friendly school," says Associate Director of Admissions Justin Zick. "It supports our mission of offering members of the military the opportunity to access a higher education. Capitol offers 15 undergraduate and 7 graduate programs, and 12 doctoral degrees. Zick notes that among the programs of particular interest to active and veteran service members are cyber and information security (Capitol is an NSA and DoD designated National Center of Academic Excellence in Information Assurance Education) and computer engineering. New programs are also being developed in data analytics, a field that is expected to see significant growth in coming years.

Many of Capitol's programs are offered online, allowing students to complete a degree anywhere Internet access is available. Flexible class times including weekday evenings and Saturday allow active duty spouses, veterans, and National Guard members the chance to pursue their education amidst their busy lives. Courses blend synchronous (real-time), professor-led events with asynchronous learning sessions in which students access and study course material at their convenience.

According to Zick, Capitol is dedicated to providing active-duty military and veterans with an affordable, accessible, and innovative career-focused education, and a high level of student service. For instance, the college participates in the Yellow Ribbon Program, which is part of the Post-9/11 Veterans Educational Assistance Act of 2008.

The University is also approved by the U.S. Department of Education's National Guard and Reserve Veterans Educational Assistance Program, which allows active duty, reserves, National Guard, and veterans to use their educational benefits. Additionally, Maryland National Guard members are also eligible for a \$10 semester tuition discount. Capitol's online programs are listed in the DANES catalog, which allows students to get further reimbursement support under DANES. Flexible payment options are available for active-duty students under the Tuition



The Capitol Technology University campus



Houthi fighters in Sana'a, the capital. Many Yemenis believe that the Houthi rebels are backed by Iran, a powerful Shiite nation. Yemen, which is mostly Sunni, has been swept across sectarian rivalry.

In Yemen, fears grow that rebels will attack oil region

After forcing President Abed Rabbo Mansour Hadi from power in January, Houthi rebels appear to be moving on the oil-producing province of Marib. Many fear a sectarian conflict could follow.

Yemen's civil war has been a year of bloodshed and chaos. In a year-old nation's program in business analytics, the discipline of using data to explore and solve business problems, has increased lately, prompting at least five business schools to roll out stand-alone programs in the past two years.

The growing interest in analytics comes amid a broader shift in students' ambitions. In a survey of 100 students, the most popular jobs for school grads are now in technology, with roles such as data analyst and business development. But some business schools are still struggling to attract students to their programs.

But some faculty and school administrators are beginning to see the value of analytics. The University of Southern California's Marshall School of Business began its Master of Business Analytics program this fall with 30 students, about 50 to 60 students are expected to enroll in the \$25,000 program next year, the school said.

The program was the brainchild of Marshall's corporate advisory board member, a former Google executive, who said the program will have analytics talent, said the school's dean.

"We find it invaluable to have people who can combine data and business acumen," said the dean. "We find it invaluable to have people who can combine data and business acumen," said the dean.

Business analytics professionals "make sense of big data, mine our quantities of information, and look for trends in customer and market behavior," said the dean.

At General Motors, a current Google student, said she left her job as a senior business analyst at a Marquette, Wis. branch of the company to join the school's analytics program.

Analytics programs in business schools are still in their infancy, but some schools are beginning to see the value of analytics. The University of Southern California's Marshall School of Business began its Master of Business Analytics program this fall with 30 students, about 50 to 60 students are expected to enroll in the \$25,000 program next year, the school said.

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BUSINESS EDUCATION

Big Data Gets Master Treatment

Some Business Schools Offer One-Year Analytics Programs, Catering to Shift in Students' Ambitions

By Emma Gilman

Business students can't get enough of big data. Neither can

professors. In specialized, one-year master's programs in business analytics, the discipline of using data to explore and solve business problems, has increased lately, prompting at least five business schools to roll out stand-alone programs in the past two years.

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April Agnew left her job as a senior business analyst to enroll in the analytics program at Arizona State's business school.

After graduates of the year-old M.B.A. program arranged to meet with the university's Operations Research Center, the students found they had a strong background in computer programming and statistics, said the school's dean.

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The program was the brainchild of Marshall's corporate advisory board member, a former Google executive, who said the program will have analytics talent, said the school's dean.

"We find it invaluable to have people who can combine data and business acumen," said the dean. "We find it invaluable to have people who can combine data and business acumen," said the dean.

Business analytics professionals "make sense of big data, mine our quantities of information, and look for trends in customer and market behavior," said the dean.

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B-School Candidate Test Scores Tilt to East

Continued from page B1

According to GMAT, U.S. students scored an average of 28 hours in test preparation, U.S. students average 64 hours, American business schools have put great effort into recruiting in South and East Asia as they try to grow enrollment and make their programs more global. But schools don't want to become factors for high-cost test takers from abroad.

At Duke University's Fuqua School of Business, admissions officers strive to assemble a class with impressive GMAT scores and high academic achievement. But schools also want to ensure that students are well-rounded and academically strong.

Students worried about their GMAT scores have been told to take the test more often. The school's admissions office has been told to take the test more often. The school's admissions office has been told to take the test more often.

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Tidy Profit on Cheap Phones

Continued from page B1

After his trip, Xiaomi has built a loyal fan base in China. This strategy hasn't only proven effective in retaining users, but has also helped the company to grow its market share, according to the document.

According to the document, Xiaomi's revenue in 2013 was \$1.1 billion, up from \$400 million in 2012. The company's revenue is expected to reach \$2.5 billion in 2014, up from \$1.1 billion in 2013.

The document also noted that Xiaomi's revenue is expected to reach \$2.5 billion in 2014, up from \$1.1 billion in 2013. The company's revenue is expected to reach \$2.5 billion in 2014, up from \$1.1 billion in 2013.

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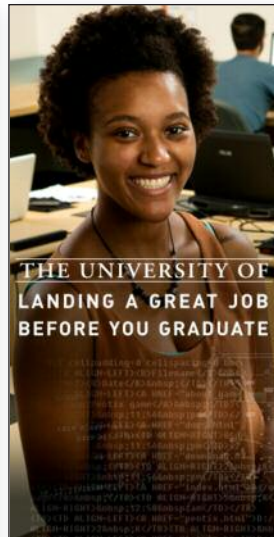
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