

How to: **Marketing Text** for Degree Search



Marketing text is about **excitement**. It is the advertisement that gets readers wanting to know more. This is the time to show off what is **flashy** or **appealing** in your program.

Marketing text is the **introduction** to the program

- **50 words or less.** The text in the screenshot is 47 words.
- **Say or imply “you”.** Address the reader directly. Do not say, “Students will”, say, “You will”.
- **Avoid repeating any information that is on the rest of the page,** including the program’s name. The name is directly above the marketing text and in the program description, so it does not need to be here.

Anthropology, BS

Academic Programs / Undergraduate Degrees / Anthropology

Are you torn between which to study: history or biology? You can explore both while learning about human origins, ancient cultures and what it means to be human. Obtain in-depth knowledge of human evolution, adaptability and behavior, and you'll have an edge when pursuing your chosen career.

Program Description

This BS program in anthropology provides training in data collection, analysis and research design within the scientific approaches to anthropology.

Students learn how to use the scientific method to formulate and test hypotheses and how to gather data through such methods as field surveys, excavation and measurement. They also learn how to employ statistics to analyze and extract meaning from data. Through broad anthropological coursework, students learn to ask important questions about the human species and gain the tools to answer them.

What's in it for me? – Approach One

Describe the future students can reach through your program — the impact they can make, the person they can become, or the career in the fast-growing field.

Example: As an experienced international executive, you know the power of a global mindset. Create worldwide value for yourself and broaden your personal brand by studying the intricacies of global management with world-renowned faculty and a cohort of exceptional peers. Learn, travel and collaborate to earn this elite, specialized degree.

Why is this effective?

- It paints a future with where the student has “worldwide value” and a “broadened personal brand”.
- It positions the student as a “Learner, traveler and collaborator” in their near future.

Why here? – Approach Two

Emphasize a unique aspect of the program. This could be national recognition related to the program or student opportunities. Why should the student take this program *here*?

Example: Join one of the nation's top journalism schools, home to Arizona PBS, the largest media outlet in the world operated by a journalism school. You will work with world-class faculty in a variety of hands-on experiences, including digital media, broadcast news, innovation and entrepreneurship, audience engagement, public relations, and Spanish-language news.

Why is this effective?

- The status as “one of the top journalism schools” demonstrates unique value, and the “largest media outlet in the world operated by a journalism school” implies experiences larger and more varied than students can get anywhere else.
- The “hands-on experiences” that the text lists show specific, valuable experiences that prove the above statements as where else could students have all these experiences?

Audience

Imagine your prospective students:

- **Who** should be attracted to the program?
- **What qualities** do you want to see in your students?
- **What aspects of your program** would appeal to them?
- **How** might that affect the words you choose?



Tone – Be excited

“ASU language is direct, clear and sincere.”

- ASU Enterprise Brand and Marketing Guide¹

This the **soundbite** – the initial spark to keep reading, not everything they need to know squeezed into a sentence or two.

Your program is full of exciting possibilities, so show in your tone.

¹<https://brandguide.asu.edu/brand-elements/writing-content/language>

Tone – Be intentional

Select powerful words

- Words that inspire possibilities: **affect** **influence** **change**
imagine **see** **do** **create** **think** **intend** **act**
- Verbs that describe how the student can reach their goal:
build **commit** **lead** **chart** **aim** **design** **engineer**
plan **shape** **sketch** **invent** **solve** **map** **form**
- Nouns that suggest an impact: **project** **purpose** **possibility**
strategy **solutions** **potential** **world** **future** **momentum** **challenges**
- Words that expand the scope of what's imagined:
rethink **rewrite** **redefine** **reinvent**

Example – Arts and Humanities in Games Certificate

Before

The certificate program in arts and humanities in games will train students to design, develop, create and analyze games from a holistic and interdisciplinary perspective and to understand the utilization, consumption and real-world impact of games on our diverse culture and society.

After

Play is a powerful influence shaping the human mind and impacting growth and development. You can become adept at understanding the nature of games and be primed to become a researcher and analyst helping to craft games that will guide the next generations' future.

Why it's great

It addresses the reader directly. “Train students to” becomes “You can become”.

It uses powerful words that suggest exciting experiences. Words such as “shaping,” “impacting,” “primed,” “craft,” and “guide.”

It describes the future a student can access through this program: “become adept at understanding the nature of games... become a researcher and analyst... guide the next generations' future.”

More Examples

Approach One – Describe the future:

Financial planning is a rapidly evolving field, and career demand is continuing to rise. With the right tools and expertise, you can stand out as a personal financial planner solving complex problems for your clients.

What it does well

- points out appealing career prospects and attractive future jobs
- implies the **right** tools and expertise are learned in *this* program
- positions the student to excel in their future field

More Examples

Approach Two – Emphasize uniqueness:

Join the prestigious Thunderbird alumni network and earn a flexible graduate degree designed for busy professionals. Position yourself as a global leader ready to transform management practices and reach new levels of success. This program combines Thunderbird's eminent tradition of elite graduate education with cutting-edge technology to deliver a transformative educational experience.

What it does well

- anchors the program as established in a tradition of “elite graduate education” and a strong alumni network
- while asserting that the program is future-focused in curriculum and ways of learning
- these tell the student that they won't be left behind in the workforce; rather, that they could be at the forefront of both connections and skills

Quick Do's and Don'ts

Do address the reader directly.

Instead of

“Students learn to X...”, say “Learn to X and [future-focused outcome from learning X]”.

Don't use third person.

Quick Do's and Don'ts

Do avoid a sentence structure that would force you to name the program. “In this program, you will...” becomes “You’ll...”

Don't use the title of the program.

Sometimes you must refer to the program, especially when using **Approach Two**. In those cases, say, “this program”.

History, BA

Academic Programs / Undergraduate Degrees / History

Understanding the past is key to building the future. Through the study of power, people, ideas and institutions from our past, you'll learn to analyze the forces that shape society and our lives.

Program Description

The BA degree program in history introduces students to a broad span of history that covers the ancient world through the modern period and extends from Europe to Latin America and the United States.

In addition to learning about the origins and development of various peoples, ideas and institutions of the past, students engage in the practice of history by learning to conduct research, analyze historical evidence and formulate arguments using historiographical perspectives and methodological approaches.

Quick Do's and Don'ts

Do review marketing text in context with the rest of the page's text to make sure it is conveying unique information.

Don't repeat information that is anywhere else on the page.

Redundancy is more than using the same words elsewhere on the page — it is conveying the same information, even if slightly different words are used.

Resources

- [Chapter 1: The Introduction | Catalog Style Guide](#)
- [Writing for the Catalog | Academic Catalog](#)
- [Language and tone | Enterprise Brand and Marketing Guide](#)
- [About the ASU Brand | Enterprise Brand and Marketing Guide](#)

If you still need help, ask your college's **marketing experts** for assistance. Find them by accessing [this Google sheet](#).