

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.

- 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.

There's a niche in the cybersecurity market. Now the niche is in general, creating strategies to combat cyber terrorism on a large scale. Capitol College offers a Doctor of Science in Information Assurance, which enables me to get the high-level expertise in design, creation and policies. One of the best things about the program is that it's centered on the real world, not just theory. It gives me the ability to bring my own work around a table and work on it. There's right and wrong in the real 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

A Leader in Cybersecurity Education Since 2001



CAPITOL COLLEGE
1927

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 • WWW.CAPITOL-COLLEGE.EDU • 800-991-6142

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 own path. It's not. It's starting my own business. But everyone needs a solid foundation — like the MBA program at Capitol College. In addition to developing my leadership skills and sharpening my ability to use technology to solve business problems, the program fits my work and personal schedule. Courses are condensed rather than long, so my schedule is less hectic. I can learn from home while getting the interactive, collaborative experience of a classroom. You know why the decision is so hard? I can't wait to start my own business. I can't wait to start my Capitol College MBA.

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



CAPITOL COLLEGE
1927

ENGINEERING • COMPUTER SCIENCE • INFORMATION TECHNOLOGY • BUSINESS • WWW.CAPITOL-COLLEGE.EDU • 800-991-6142

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. It's bringing my ideas for smarter and cleaner power systems to life. I'm getting my MS in electrical engineering at Capitol College. Professors who work at companies like General Dynamics and Boeing Graduate provide practical instruction through real-world courses with live, working grids. I don't have to leave home to get the experience I need with this innovation I want. To become an architect of a smarter grid, getting my MS at Capitol College is a no-brainer.

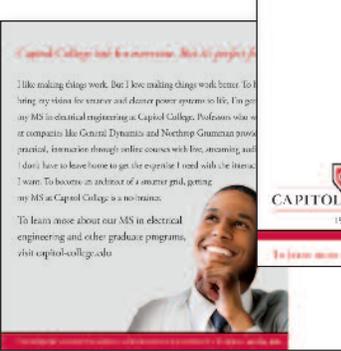
To learn more about our MS in electrical engineering and other graduate programs, visit capitol-college.edu



CAPITOL COLLEGE
1927

ENGINEERING • COMPUTER SCIENCE • INFORMATION TECHNOLOGY • BUSINESS • WWW.CAPITOL-COLLEGE.EDU • 800-991-6142

MY DREAM: To Run My Own Business
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. To bring my vision for cleaner and smarter power systems to life, I'm getting my MS in electrical engineering at Capitol College. Professors who work at companies like General Dynamics and Boeing Graduate provide practical instruction through real-world courses with live, working and I don't have to leave home to get the experience I need with the innovation I want. To become an architect of a smarter grid, getting my MS at Capitol College is a no-brainer.

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



CAPITOL COLLEGE
1927

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

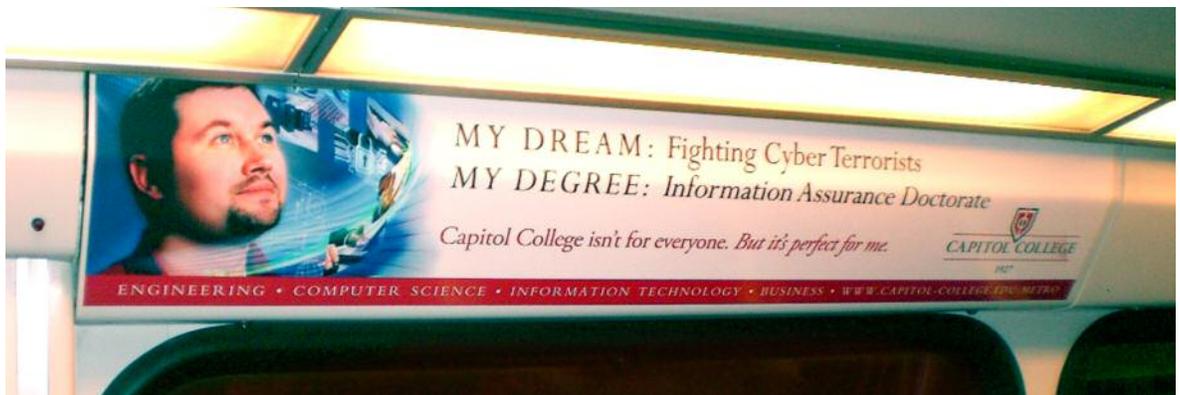
ENGINEERING • COMPUTER SCIENCE • INFORMATION TECHNOLOGY • BUSINESS • WWW.CAPITOL-COLLEGE.EDU • 800-991-6142

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




CAPITOL COLLEGE
1927

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



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

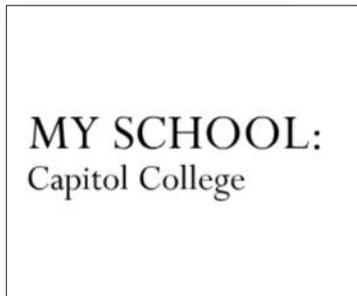
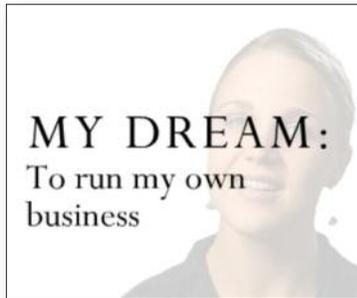
Capitol College isn't for everyone. *But it's perfect for me.*



CAPITOL COLLEGE
1927

ENGINEERING • COMPUTER SCIENCE • INFORMATION TECHNOLOGY • BUSINESS • WWW.CAPITOL-COLLEGE.EDU • 800-991-6142

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



 "MSEE" :60 Radio Spot

 "IA DOCTORATE" :60 Radio Spot



electric engineering - Google

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

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

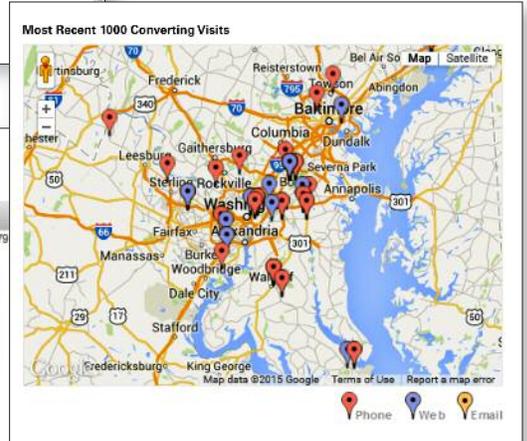
What Is Electrical Engineering? - LiveScience
www.livescience.com/47571-electrical-engineering.html

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



Campaign Summary for Capitol Technology University

Impressions	Clicks	Visits	Pages Viewed	Avg Pages Per Click
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

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 exceptional degrees that yield dividends for your future. Our MBA program provides you with our industry-validated 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

CHIEF OF COLLEGE INFORMATION SERVICES
800.952.1392
www.CapTechU.edu

CAPITOL TECHNOLOGY UNIVERSITY
1927

THE UNIVERSITY OF SERVING YOUR COUNTRY AS WELL AS YOUR FUTURE

MILITARY-FRIENDLY DEGREE PROGRAMS

Capitol College is now Capitol Technology University. Like the armed 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

ENGINEERING
COMPUTER SCIENCE
INFORMATION TECHNOLOGY
BUSINESS
800.952.1392
www.CapTechU.edu

CAPITOL TECHNOLOGY UNIVERSITY
1927

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 University degree, your career will always be living on the fast track.

Learn more about our job offer guarantee at theuniversityof.net

ENGINEERING
COMPUTER SCIENCE
INFORMATION TECHNOLOGY
BUSINESS
800.952.1392
www.CapTechU.edu

CAPITOL TECHNOLOGY UNIVERSITY
1927

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 science, or business, we offer a job guarantee. It's no words or idle promises. 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 don't just tell you we prepare you for success—we guarantee it.

Learn more about our job offer guarantee at theuniversityof.net

ENGINEERING
COMPUTER SCIENCE
INFORMATION TECHNOLOGY
BUSINESS
800.952.1392
www.CapTechU.edu

CAPITOL TECHNOLOGY UNIVERSITY
1927

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

STEM-FOCUSED DEGREE PROGRAMS

Our name is new, but our commitment to your success isn't. With Capitol Technology University—formerly Capitol College—and our newly expanded STEM-focused programs have a well-earned record of launching technology and engineering careers. In fact, 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 University degree, your career will always be living on the fast track.

Learn more about our job offer guarantee at theuniversityof.net

ENGINEERING
COMPUTER SCIENCE
INFORMATION TECHNOLOGY
BUSINESS
800.952.1392
www.CapTechU.edu

CAPITOL TECHNOLOGY UNIVERSITY
1927

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 *U.S. News 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 at students and ensure their success on campus.

"We're honored to be recognized as a military-friendly school," says Associate Director of Admissions Justin Zwick. "It supports our mission of offering members of the military the opportunity to access their chosen field."

Capitol offers 15 undergraduate and 7 graduate programs, and 12 doctoral degrees. Zwick notes that among the programs of particular interest to active and veteran service members are cyber and information security (Capitol is 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 degree requirements at their own pace. Flexible class times, including weekday evenings and Saturdays allow active duty reserves, veterans, and National Guard members the chance to pursue their education amidst their busy lives. Courses blend synchronous (real-time), professional-led events with asynchronous learning sessions in which students access and study course material at their convenience.

According to Zwick, Capitol is dedicated to providing advanced 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 Veterans Affairs to provide active duty, Reserve, National Guard, and veterans to use their educational benefits. Additionally, Maryland National Guard members are also eligible for a 50 percent tuition discount. Capitol's online programs are listed in the DANIES catalog, which allows students to get tuition reimbursement support under the DANIES. Flexible payment options are available for active duty students under the tuition assistance program.



The Capitol Technology University campus

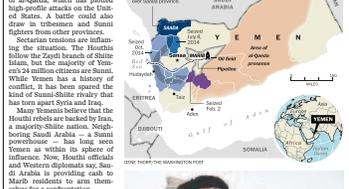
Assistance Program, and service members can also apply for Capitol's scholarships and financial aid. Capitol accepts credit for military training based on the American Council on Education (ACE) guide. A success CLER and DANIES exams, as well as credits from accredited colleges and universities. Students may transfer up to 70 credits into a B.S. program from military training, community colleges, and technical schools, from non-traditional learning, and from community colleges and technical schools including the Community University of the Air Force. They may transfer an additional 10 to 20 credits from an accredited college in Maryland dedicated to education in engineering, computer science, information technology, and business through practices of leadership education. Founded in 1972, Capitol offers associate, bachelor's and master's degrees, a Doctor of Science in Information Assurance, professional development training and certificates. Academic programs are grounded in excellence, through the Institute for Space Operations Institute, the Critical Infrastructure and Cyber Protection Center, the Institute for Space Science Education and Public Outreach.

For more information, visit captech.edu.

ABOUT THIS SECTION:
This section addresses the news as prepared by independent writer Carol Gaudes. The production of this section did not involve the review or approval of the Washington Post.

In Yemen, fears grow that rebels will attack oil region

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



YEMEN HAS AN unending parade of attacks in the province. But diplomats and analysts say a conflict could wind up strengthening Yemen's fragile unity. A conflict, which has pitted high-profile attacks on the coast of Marib. A battle could also draw in a tribesman and Saudi forces from other provinces.

Sectarian tensions are inflaming the situation. The Houthis follow the Zaydi branch of Shiite Islam. About 40 percent of Yemen's 25 million citizens are Sunni. While Yemen has a history of conflict, it has been spared the level of Sunni-Shiite rivalry that has torn apart Syria and Iraq.

Many Houthis believe that the Houthis are backed by Iran, a major Shiite nation. Neighboring Saudi Arabia — a Sunni power — has long been seen in Yemen as within its sphere of influence. Now, many Houthis and Western diplomats say, Saudi Arabia is providing cash to Marib residents to arm themselves for a confrontation.

"This is becoming a sectarian-driven war between those outside powers," said Ali Saif Hassan, a Yemeni political analyst. The Houthis swept into Sanaa last month, forcing President Hadi to flee. The rebels recently seized a military base on the way to Marib, and they have been over the province to the south, heightening speculation that they might soon move on to the important oil-producing province.

Marib is a strategic prize. Yemen is a small petroleum producer compared with some of its neighbors. But the national government's budget is overwhelmingly dependent on oil sales. Marib is also home to some of the country's largest oil fields and the province's oil refinery.

"Everybody's waiting for a decision there. It's about the role of the army already powerful tribes appears to have been strengthened. The Houthis have taken over the province and are coordinating the defense of the province and its oil installations with local tribes as well as military units that have been moved into the area to try to bring the Houthis back to the province. It's a delicate situation. We have thousands of people from the tribes forming a security belt on the edge of the province, and the military is coordinating with us and preparing to defend us, too," he said.

Threats from neighboring regions have prompted to help the province hold the Houthis.

"We have thousands of people from the tribes forming a security belt on the edge of the province, and the military is coordinating with us and preparing to defend us, too," he said.

Threats from neighboring regions have prompted to help the province hold the Houthis.

Militiamen from the Shiite Houthis group gear up in Sanaa

When last month the rebels effectively forced out the pro-U.S. government of Yemeni President Abdu Rabu Mansour Hadi, many of the area's already powerful tribes appears to have been strengthened. The Houthis have taken over the province and are coordinating the defense of the province and its oil installations with local tribes as well as military units that have been moved into the area to try to bring the Houthis back to the province. It's a delicate situation. We have thousands of people from the tribes forming a security belt on the edge of the province, and the military is coordinating with us and preparing to defend us, too," he said.

Threats from neighboring regions have prompted to help the province hold the Houthis.

"We have thousands of people from the tribes forming a security belt on the edge of the province, and the military is coordinating with us and preparing to defend us, too," he said.

Threats from neighboring regions have prompted to help the province hold the Houthis.

Possible gains for Qaeda

Yemenis fear that the escalating conflict between the Houthis and the government could lead to a change of the status quo. Analysts say that the Houthis' victory could lead to a change of the status quo. Analysts say that the Houthis' victory could lead to a change of the status quo.

THE UNIVERSITY OF SERVING YOUR COUNTRY AS WELL AS YOUR FUTURE

Capitol College is now Capitol Technology University. Like the armed services, it is one of the best places to lay the foundation for or advance a technology-based career. This year's list from *U.S. News Magazine* is packed with national security leaders and guide top defense contractors.

And our online platform delivers live streaming video lectures and allows for direct engagement with professors. These are just a few reasons we stand proudly as one of the nation's top military-friendly institutions. Whether you finish today or you finish tomorrow, we're here to help you succeed.

Capitol Technology University. We're here to help you succeed.

Learn more about our military-friendly program at theuniversity.net

MILITARY-FRIENDLY DEGREE PROGRAMS

ENGINEERING
COMPUTER SCIENCE
INFORMATION TECHNOLOGY

800.598.1992
www.captech.edu

CAPITOL TECHNOLOGY UNIVERSITY

1927

BUSINESS EDUCATION

Big Data Gets Master Treatment

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

By Bennett Galanter

Business students can't get enough of big data. Neither can employers. Interest 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 two business schools to roll out new big-data programs in the past two years.

The growing interest in analytics comes amid a broader shift in students' ambitions. No longer content with jobs in big financial and consulting firms, the most popular jobs for M.B.A. grads are now in technology, with many graduates heading to data science, say school administrators.

But some faculty and school administrators have expressed concern that the programs properly prepare students to work with 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 \$20,000 program next year, the school said.

The program was the brainchild of Marshall's associate professor of business analytics, Dr. Boqing Gu, and Will Dwyer, a senior business analyst at IBM. The school has been working with analytics talent, said James H. Dwyer, the school's dean. The board also recommended that computer science students at Marshall be able to take a course in business analytics.

"We find it invaluable to have people who understand data and suggest changes to our curriculum," said Dwyer. IBM, a customer service provider on the school's corporate campus, is also a partner.

Business analytics professionals are in high demand. The Bureau of Labor Statistics says the profession will grow 25 percent through 2022, and analysts at its Sloan School of Management are developing a taxonomy of big data.



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

April Agnew left her job as a senior business analyst to enroll in the analytics program at Arizona State University. She is a graduate of the program and is now a data analyst at IBM.

ASU's program is one of the first of its kind in the country. It is a one-year master's program that focuses on data science and analytics. The program is designed to prepare students for careers in data science and analytics.

ASU's program is one of the first of its kind in the country. It is a one-year master's program that focuses on data science and analytics. The program is designed to prepare students for careers in data science and analytics.

ASU's program is one of the first of its kind in the country. It is a one-year master's program that focuses on data science and analytics. The program is designed to prepare students for careers in data science and analytics.

B-School Candidate Test Scores Tilt to East

Comment from page B7

GMAC, test scores show an average of 28 hours in last preparation. U.S. students average 64 hours. American business schools have not spent effort to grow enrollment and make their programs more globally relevant, who favor their own test takers from abroad.

At Duke University's Fuqua School of Business, admissions officers arrive to assemble a class with international students from 40 countries, including the United States. The school's admissions officers are looking for students who are academically strong and have a strong interest in business.

Students worried about their GMAT percentile had some alternative exams: the Graduate Record Examination, or GRE. They still taken for entrance to graduate programs in a variety of fields, including business. The school's admissions officers are looking for students who are academically strong and have a strong interest in business.

Students worried about their GMAT percentile had some alternative exams: the Graduate Record Examination, or GRE. They still taken for entrance to graduate programs in a variety of fields, including business. The school's admissions officers are looking for students who are academically strong and have a strong interest in business.

Students worried about their GMAT percentile had some alternative exams: the Graduate Record Examination, or GRE. They still taken for entrance to graduate programs in a variety of fields, including business. The school's admissions officers are looking for students who are academically strong and have a strong interest in business.

Tidy Profit on Cheap Phones

China's Rising Star
Xiaomi's success in China has helped the company set marketing and sales goals for 2015.

According to the document, Xiaomi's revenue in 2014 was \$1.2 billion, up from \$1 billion in 2013. The company's profit margin is 15.2%, up from 10.2% in 2013.

Xiaomi's success in China has helped the company set marketing and sales goals for 2015. The company is looking to expand its market share in other parts of the world.

Xiaomi's success in China has helped the company set marketing and sales goals for 2015. The company is looking to expand its market share in other parts of the world.

Xiaomi's success in China has helped the company set marketing and sales goals for 2015. The company is looking to expand its market share in other parts of the world.

Xiaomi's success in China has helped the company set marketing and sales goals for 2015. The company is looking to expand its market share in other parts of the world.

Xiaomi's success in China has helped the company set marketing and sales goals for 2015. The company is looking to expand its market share in other parts of the world.

Xiaomi's success in China has helped the company set marketing and sales goals for 2015. The company is looking to expand its market share in other parts of the world.

Xiaomi's success in China has helped the company set marketing and sales goals for 2015. The company is looking to expand its market share in other parts of the world.

THE UNIVERSITY OF BUSINESS EDUCATION FLUENT IN TECHNOLOGY

Capitol College is now Capitol Technology University. Like the armed services, it is one of the best places to lay the foundation for or advance a technology-based career. This year's list from *U.S. News Magazine* is packed with national security leaders and guide top defense contractors.

And our online platform delivers live streaming video lectures and allows for direct engagement with professors. These are just a few reasons we stand proudly as one of the nation's top military-friendly institutions. Whether you finish today or you finish tomorrow, we're here to help you succeed.

Capitol Technology University. We're here to help you succeed.

Learn more about our military-friendly program at theuniversity.net

Using Data Tools to Spur Sales Staff

Businesses are becoming more data-driven. The use of data tools is helping sales staff to better understand their customers and to improve their sales performance.

Businesses are becoming more data-driven. The use of data tools is helping sales staff to better understand their customers and to improve their sales performance.

Businesses are becoming more data-driven. The use of data tools is helping sales staff to better understand their customers and to improve their sales performance.

Capitol College is now Capitol Technology University

Capitol College is now Capitol Technology University. Like the armed services, it is one of the best places to lay the foundation for or advance a technology-based career. This year's list from *U.S. News Magazine* is packed with national security leaders and guide top defense contractors.

And our online platform delivers live streaming video lectures and allows for direct engagement with professors. These are just a few reasons we stand proudly as one of the nation's top military-friendly institutions. Whether you finish today or you finish tomorrow, we're here to help you succeed.

Capitol Technology University. We're here to help you succeed.

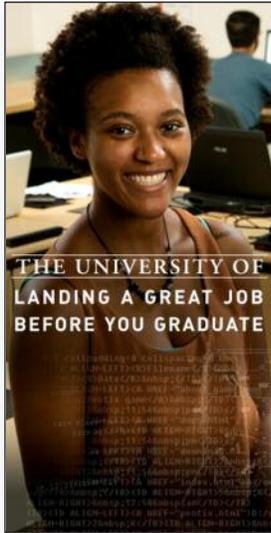
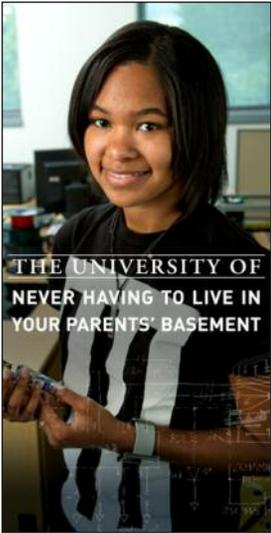
Learn more about our military-friendly program at theuniversity.net

Capitol Technology University

Capitol Technology University is a leading provider of business education. We offer a variety of degree programs, including undergraduate, graduate, and executive education. Our programs are designed to provide students with the skills and knowledge they need to succeed in the business world.

Capitol Technology University. We're here to help you succeed.

- o online banner ads
- o radio
- o campaign microsite



- 🔊 “GRADUATION” :60 Radio Spot
- 🔊 “PROMOTION” :60 Radio Spot
- 🔊 “MOVING ON” :60 Radio Spot

