

Concentration Title

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Apply

Goal: direct user from interest to conversion if possible (they likely came from a program page to this concentration page)

Characters - 174

2000 x 500 px minimum image size

Concentration Description

CONCENTRATION INFORMATION (Formal/Academic) - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Goal: transition user from interest to education

Characters - 384



MORE CONCENTRATION INFORMATION (Formal/Academic) dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco velit esse

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Apply

BRIEF CONCENTRATION DETAILS - co velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Link to smart catalog

Goal: transition user from interest to education - provide opportunity to apply in case they have learned enough to make a decision

Characters - 600

Characters - 500

Student Focus Area or Other highlights

Describe work the students will be involved in + samples - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Apply

Goal: provide as many opportunities to educate about the value, credibility of concentration to inspire a conversion (application)

Characters 400 - 500

High resolution images

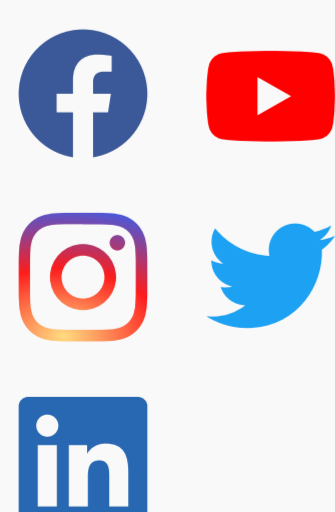
DEPARTMENT CHAIR WELCOME MESSAGE - co velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CONTACT FORM - co velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

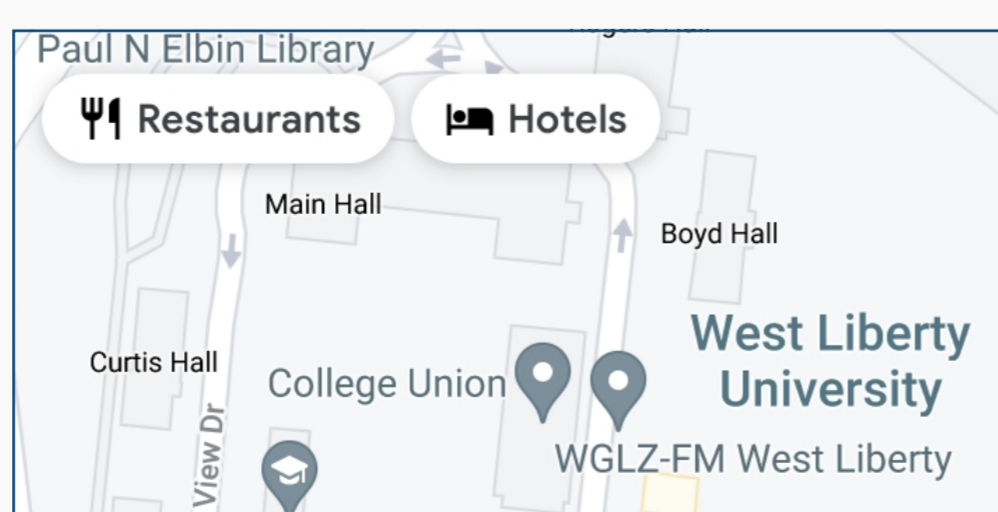
Five horizontal input fields for a contact form.

Goal: user needs to learn more and make personal contact before making an informed decision - contact person in charge of academic areas (schedule visit or zoom call etc.)

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