



MYTH #14
LIBERAL ARTS AND BUSINESS DON'T MIX

REALITY: Not according to employers. Clark University's new integrated Bachelor/MBA program gives employers just what they're looking for in job candidates: A solid liberal arts foundation that teaches you to lead, to communicate and to get things done. Combine this with our nationally accredited MBA program, and your knowledge and in-depth understanding of management places you in great demand.

Offer your best to the world. Learn more about the difference our integrated Bachelor/MBA program can make in your career. Call us at (508) 793-7217 or visit www.copace.clarku.edu/bachelor-mba.

MYTH #33
IT'S TOO SOON TO THINK ABOUT AN MBA

REALITY: Not with the Integrated Bachelor/MBA. Get a head start with a broad liberal arts education that teaches you to think critically, solve problems and communicate effectively. Combine this with Clark University's Graduate School of Management's nationally accredited MBA program and you're armed with the knowledge and in-depth understanding of management to launch a successful career.

Offer your best to the world. Learn more about the difference our integrated Bachelor/MBA program can make in your career. Call us at (508) 793-7217 or visit www.copace.clarku.edu/bachelor-mba.

“I’VE WORKED WITH BERGERON CREATIVE FOR 20 YEARS AT COPACE. THEIR WORK IN PRINT OR WEB IS AWARD-WINNING.”

– Julie Parent, Director of Marketing

CLARK UNIVERSITY

Internet enrolls internationals.

The Clark University College of Professional and Continuing Education (COPACE) wanted to cultivate a larger pool of international students without diverting the effort to attract local prospects.

We implemented an integrated web-centric campaign with a new website that was programmed to take full advantage of organic international search activity combined with an email campaign targeting international prospects.

TACTICS

- > Research
- > Marketing
- > Branding
- > Print
- > Interactive
- > Media