

## Campaign messaging development: Kaplan University

Examples of integrated campaign messaging used across print, online, direct mail, and social media. In-depth copy was written for direct mail sales letters, emails, landing pages, website and other materials to support campaign. Please email or call to request samples, if interested.

### School of Business



### School of IT Campaign and Master's Degree Program Campaign

No matter how **IT** evolves, I'll be ready.

- The top technical skills to manage IT today.
- An eye for tomorrow's innovations and how to adapt.
- The softer skills to lead projects and motivate people.
- The passion to break barriers: to learn and grow.

**KAPLAN UNIVERSITY | SCHOOL OF INFORMATION TECHNOLOGY**  
Build the foundation of technical excellence you'll need to pursue the most promising IT opportunities, plus the strategic business skills that strengthen your ability to lead projects, inspire others and adapt as IT continues to rapidly evolve. Kaplan University's curriculum has been developed by respected IT professionals leading and working in the industry right now. Both our Bachelor's and Master's Degree programs are vetted to ensure we're right on point with where IT is today – and where it's going. **GO FOR IT.**  
Find out more today: [www.URL.com](http://www.URL.com) or XXX.XXX.XXXX (Toll Free)

