



MARYVILLE
UNIVERSITY

Online Bachelor of Science in Accounting

Online Master of Science in Accounting



BETA V1 | 9.13.16

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Our Marketing Approach

Our Team

- Full-service, performance-based agency
- 150+ subject-matter experts
- Will generate in excess of 1.5 million leads
- Measurable, integrated global marketing capabilities

What Sets Us Apart?

- Continuous improvement: Test, test, test
- Brand strategy: Content, Creative, Media Plan
- Dedicated, cross-functional team
- Pearson brand is transparent to the university, invisible to the student

Our Marketing Approach

Our Expertise. Your Brand.



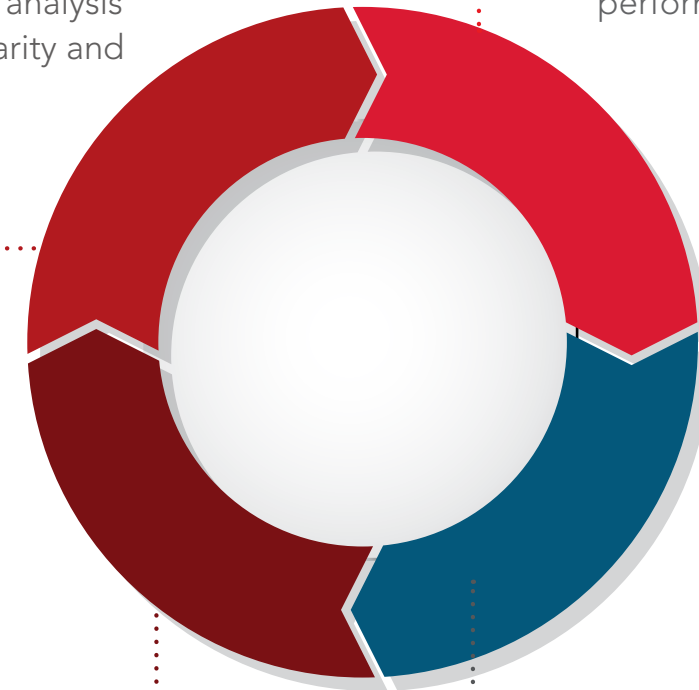
BDNA 360 Process

DISCOVERY

This phase is an exhaustive examination that sets the strategic direction for marketing the program. We leverage primary and secondary research. We conduct a competitive analysis to uncover points of parity and differentiation.

EXPRESSION

We execute the marketing strategies but then don't turn a blind eye to your program's performance — watching analytics and minding key performance indicators.



NAVIGATION

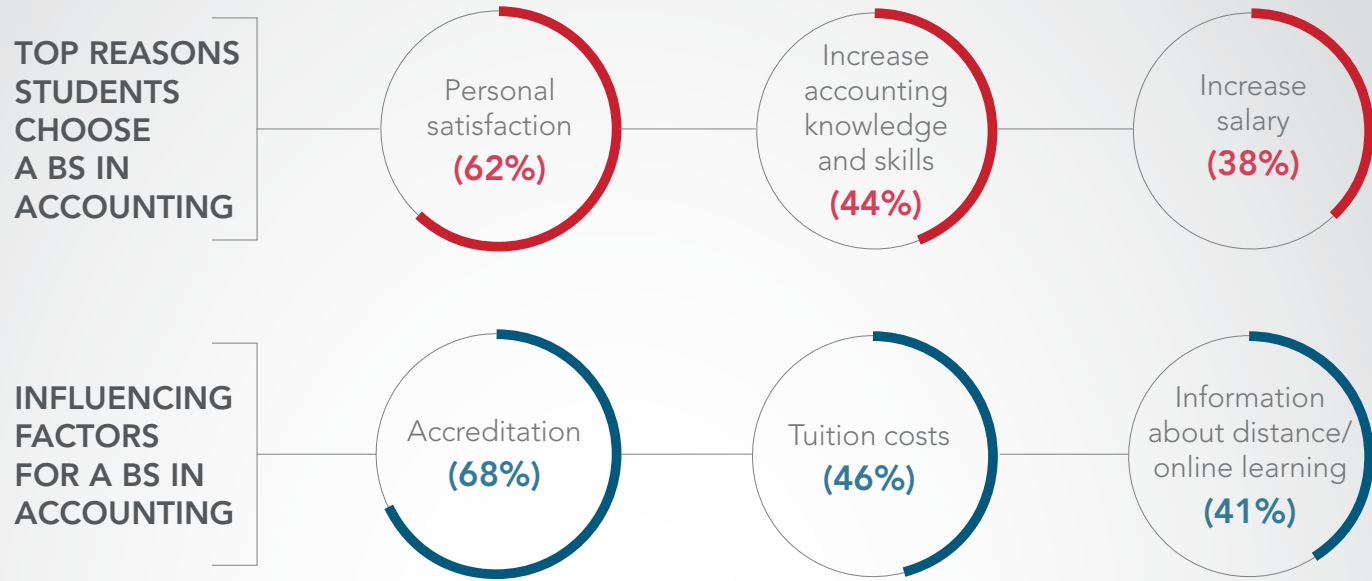
We are concerned not only with the performance of our marketing campaigns, but also the ways in which we should navigate the shifting competitive landscape. We remain agile in our strategies and best practices.

INTEGRATION

We continually integrate insights and results from cross-functional teams, apply findings, and optimize your marketing assets.

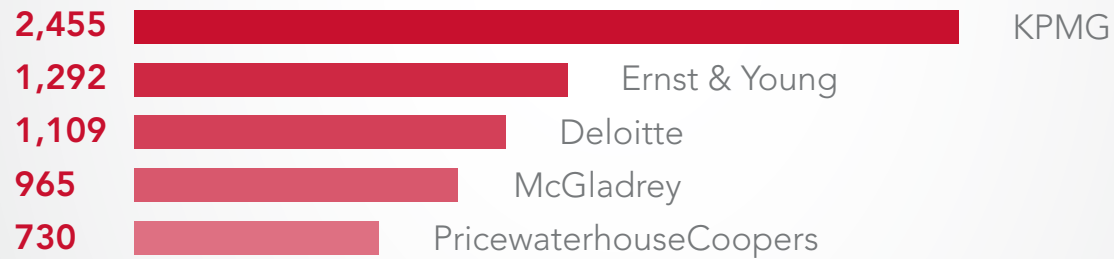
Market Research

Bachelor of Science in Accounting

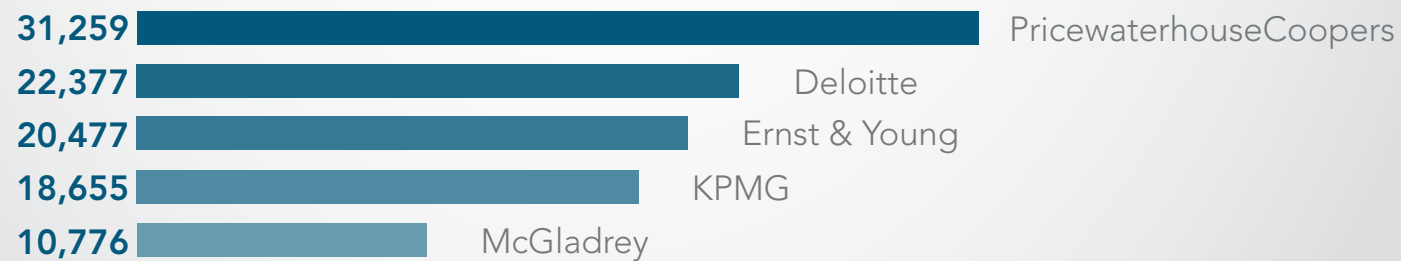


TOP BUSINESS EMPLOYERS

EMPLOYERS HIRING NOW



EMPLOYERS WHO HAVE HIRED



RELEVANT INDUSTRY ASSOCIATIONS:

- American Institute of Certified Public Accountants (AICPA)
- Institute of Management Accountants
- The Institute of Internal Auditors
- Information Systems Audit and Control Association



ELIGIBLE TARGET AUDIENCE

Source: U.S. Bureau of Labor Statistics

Occupational Category	Eligible Audience Size (2014)
-----------------------	-------------------------------

Financial Advisor	294,400
Budget Analyst	60,800
Actuary	24,600
Financial Analyst	277,600
Financial Manager	555,900
Accountant and Auditor	1,332,700

ELIGIBLE TARGET AUDIENCE PROJECTED GROWTH RATE

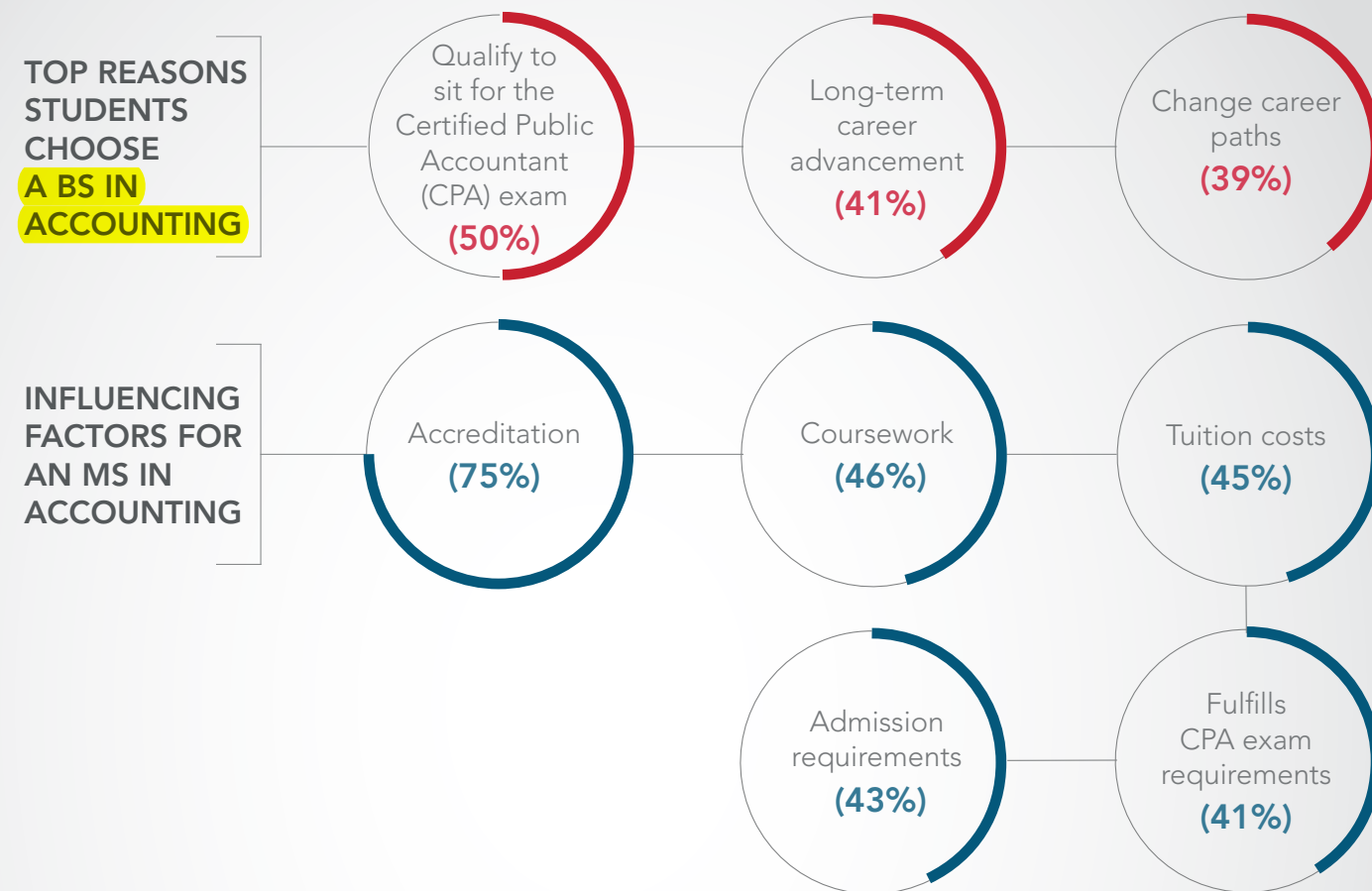
Source: U.S. Bureau of Labor Statistics

Occupational Category	Projected Growth Rate (2014-2024)
-----------------------	-----------------------------------

Financial Advisor	30%
Budget Analyst	3%
Actuary	18%
Financial Analyst	12%
Financial Manager	7%
Accountant and Auditor	11%

Market Research

Master of Science in Accounting

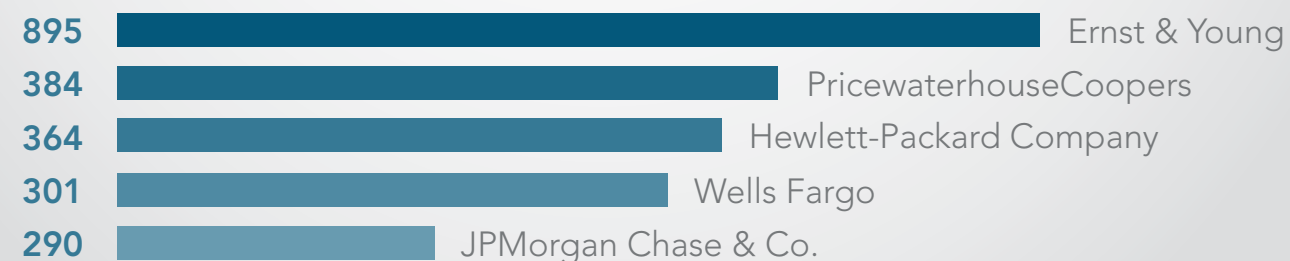


TOP BUSINESS EMPLOYERS

EMPLOYERS HIRING NOW



EMPLOYERS WHO HAVE HIRED



ELIGIBLE TARGET AUDIENCE

Source: U.S. Bureau of Labor Statistics

Occupational Category	Eligible Audience Size (2014)
Financial Advisor	294,400
Certified Public Accountant	1,332,700
Budget Analyst	60,800
Financial Analyst	277,600
Financial Manager	555,900
Chief Financial Officer	102,690

ELIGIBLE TARGET AUDIENCE PROJECTED GROWTH RATE

Source: U.S. Bureau of Labor Statistics

Occupational Category	Projected Growth Rate (2014-2024)
Financial Advisor	30%
Certified Public Accountant	11%
Budget Analyst	3%
Financial Analyst	12%
Financial Manager	7%
Accountant and Auditor	11%

Market Research

Possible Job Titles and Salaries for Graduates*

CERTIFIED PUBLIC ACCOUNTANT

Median Salary: **\$67,000**
 Median Salary for Top 10%: **\$124,000****
 Number of Jobs: **1,332,700**
 Job Growth: **11%**

ACCOUNTANT AND AUDITOR

Median Salary: **\$67,190**
 Median Salary for Top 10%: **\$118,930**
 Number of Jobs: **1,332,700**
 Job Growth: **11%**
 Ranking: **#3** in Best Business Jobs*

FINANCIAL ANALYST

Median Salary: **\$80,310**
 Median Salary for Top 10%: **\$160,760**
 Number of Jobs: **277,600**
 Job Growth: **12%**
 Ranking: **#13** in Best Business Jobs*

FINANCIAL MANAGER

Median Salary: **\$117,990**
 Median Salary for Top 10%: **\$187,200**
 Number of Jobs: **555,900**
 Job Growth: **7%**
 Ranking: **#10** in Best Business Jobs*

FINANCIAL ADVISOR

Median Salary: **\$89,160**
 Median Salary for Top 10%: **\$187,200**
 Number of Jobs: **249,400**
 Job Growth: **30%**
 Ranking: **#4** in Best Business Jobs*

CHIEF FINANCIAL OFFICER

Median Salary: **\$102,690**
 Median Salary for Top 10%: **\$187,200**
 Number of Jobs: **147,000**
 Job Growth: **6%**

BUDGET ANALYST

Median Salary: **\$71,590**
 Median Salary for Top 10%: **\$180,500**
 Number of Jobs: **60,800**
 Job Growth: **3%**
 Ranking: **#5** in Highest Paying, Fastest Growing Jobs by *Forbes*

ACTUARY

Median Salary: **\$97,070**
 Median Salary for Top 10%: **\$180,500**
 Number of Jobs: **24,600**
 Job Growth: **18%**
 Ranking: **#9** in Best Business Jobs*

*U.S. News & World Report **<https://www.cpaexam.com/certified-public-accountant-salary/>

Additional Titles:

ACCOUNTING
MANAGER

ACCOUNTING
OFFICER

BUSINESS ANALYST

AUDIT MANAGER

COST ACCOUNTANT

FINANCIAL
REPORTING
ACCOUNTANT

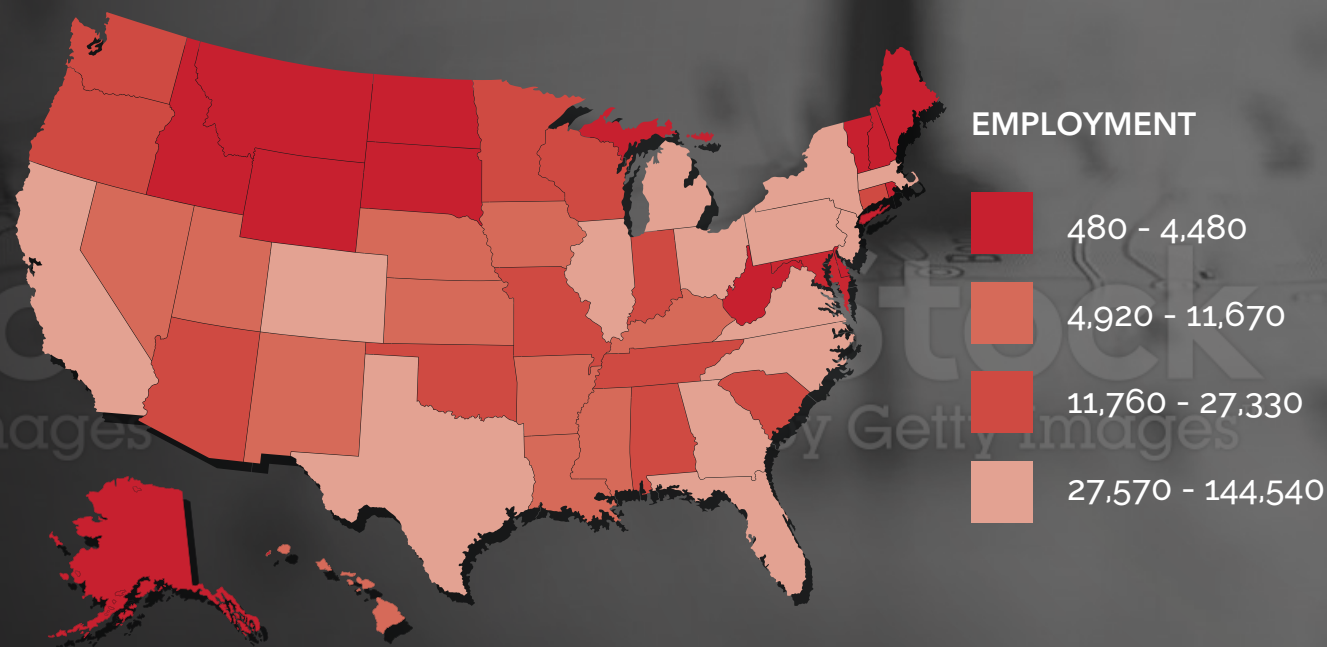
ASSURANCE
MANAGER

Market Research

Location Data

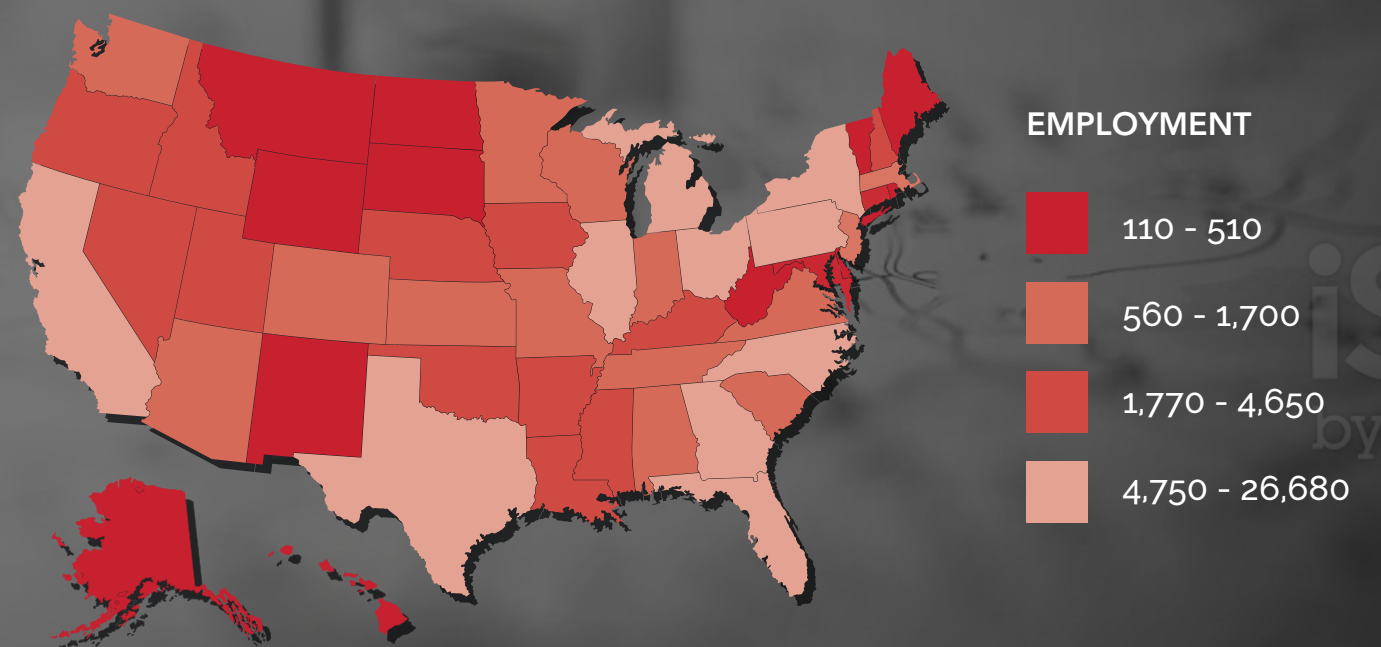
ACCOUNTANT AND AUDITOR

Most popular geographic regions for accountants and auditors:



FINANCIAL ADVISOR

Most popular geographic regions for financial advisors:



STATES WITH THE HIGHEST EMPLOYMENT LEVEL IN THIS OCCUPATION:

State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
California	144,540	9.33	1.05	\$38.88	\$80,860
Texas	117,130	10.12	1.14	\$37.73	\$78,490
New York	101,920	11.34	1.27	\$44.05	\$91,630
Florida	75,280	9.50	1.07	\$33.05	\$68,750
Pennsylvania	55,110	9.65	1.08	\$34.61	\$72,000

RELATED CAREER PATHS:

- Budget Analysts
- Financial Analysts
- Bookkeeping, Accounting, and Auditing Clerks
- Cost Estimators
- Financial Managers

STATES WITH THE HIGHEST EMPLOYMENT LEVEL IN THIS OCCUPATION:

State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
New York	26,680	2.97	2.07	\$71.37	\$148,450
California	22,620	1.46	1.02	\$62.75	\$130,510
Texas	13,460	1.16	0.81	\$51.57	\$107,260
Illinois	12,460	2.13	1.49	\$52.11	\$108,380
Florida	11,470	1.45	1.01	\$57.38	\$119,350

RELATED CAREER PATHS:

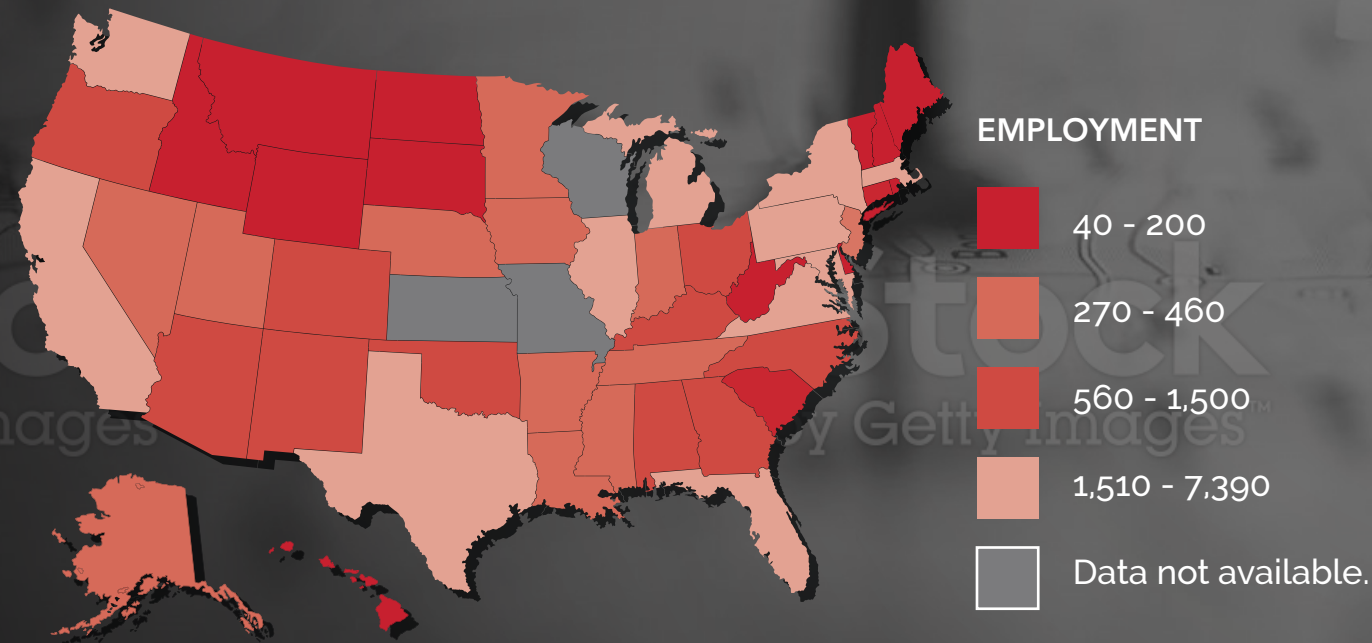
- Budget Analysts
- Financial Managers
- Insurance Underwriters
- Financial Analysts
- Insurance Sales Agents

Market Research

Location Data

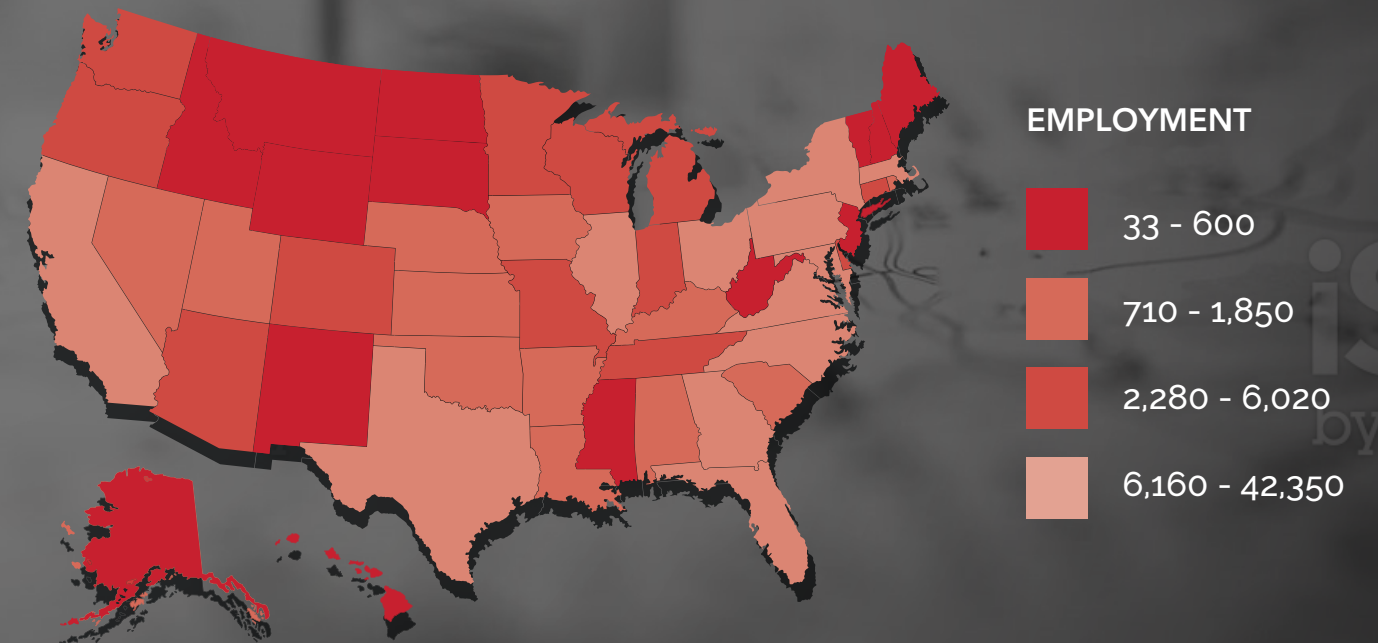
BUDGET ANALYST

Most popular geographic regions for budget analysts



FINANCIAL ANALYST

Most popular geographic regions for financial analysts:



STATES WITH THE HIGHEST EMPLOYMENT LEVEL IN THIS OCCUPATION:

State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
California	7,390	0.48	1.17	\$39.73	\$82,640
Texas	4,660	0.40	0.99	\$37.42	\$77,840
Virginia	3,660	0.99	2.43	\$41.08	\$85,440
New York	3,260	0.36	0.89	\$35.73	\$74,320
Florida	2,640	0.33	0.82	\$31.05	\$64,570

RELATED CAREER PATHS:

- Accountants and Auditors
- Economists
- Financial Managers
- Cost Estimators
- Financial Analysts

STATES WITH THE HIGHEST EMPLOYMENT LEVEL IN THIS OCCUPATION:

State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
New York	42,350	4.71	2.42	\$58.73	\$122,170
California	33,260	2.15	1.10	\$51.45	\$107,010
Texas	22,390	1.94	0.99	\$45.39	\$94,410
Massachusetts	14,340	4.22	2.17	\$50.55	\$105,130
Florida	13,480	2.30	1.18	\$46.16	\$96,000

RELATED CAREER PATHS:

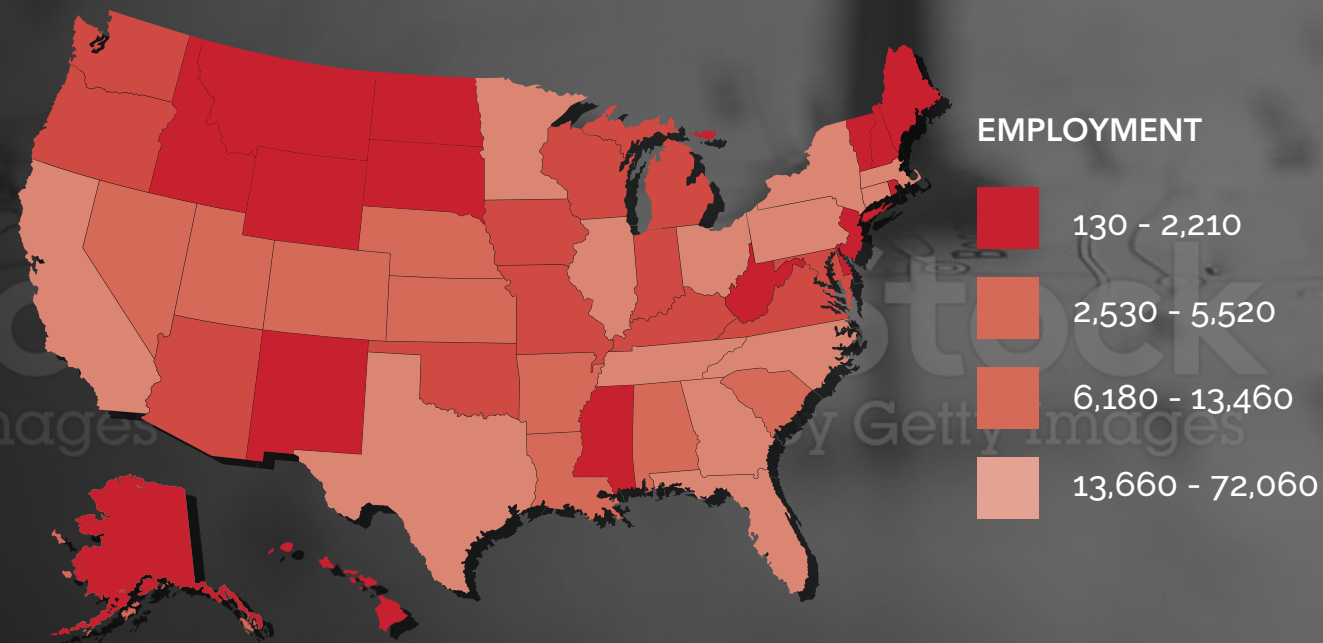
- Budget Analysts
- Insurance Underwriters
- Securities, Commodities, and Financial Services Sales Agents
- Financial Managers
- Personal Financial Advisors

Market Research

Location Data

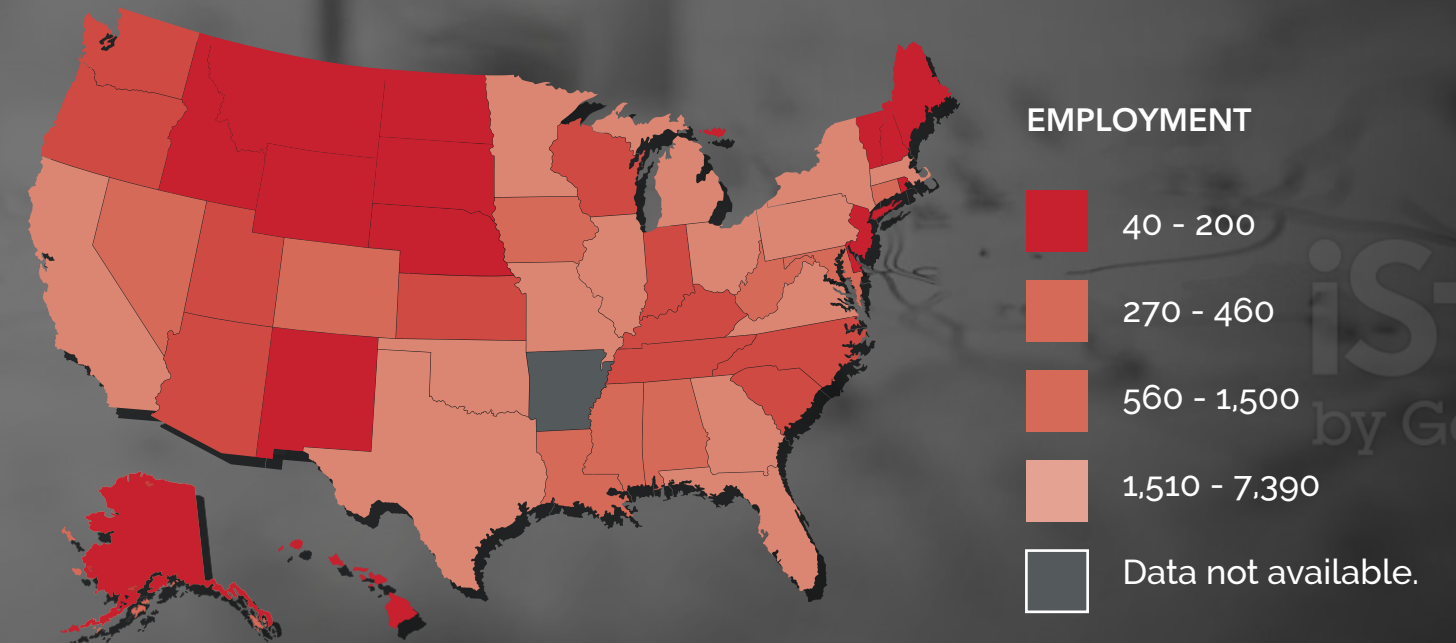
FINANCIAL MANAGER

States with the highest employment level in this occupation:



CHIEF FINANCIAL OFFICER

Most popular geographic regions for chief financial officers:



STATES WITH THE HIGHEST EMPLOYMENT LEVEL IN THIS OCCUPATION:

State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
California	72,060	4.65	1.21	\$70.50	\$146,630
New York	40,040	4.46	1.16	\$86.93	\$180,820
Illinois	33,000	5.64	1.46	\$60.20	\$125,220
Texas	26,400	2.28	0.59	\$69.81	\$145,200
Massachusetts	24,970	7.35	1.91	\$63.51	\$132,100

RELATED CAREER PATHS:

- Accountants and Auditors
- Budget Analysts
- Financial Analysts
- Insurance Sales Agents
- Insurance Underwriters

STATES WITH THE HIGHEST EMPLOYMENT LEVEL IN THIS OCCUPATION:

State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
California	31,720	2.05	1.18	\$98.18	\$204,220
Illinois	21,360	3.65	2.11	\$84.37	\$175,490
New York	17,060	1.90	1.10	\$101.89	\$211,940
Florida	13,970	1.76	1.02	\$97.26	\$202,300
Massachusetts	11,640	3.43	1.98	\$99.77	\$207,510

RELATED CAREER PATHS:

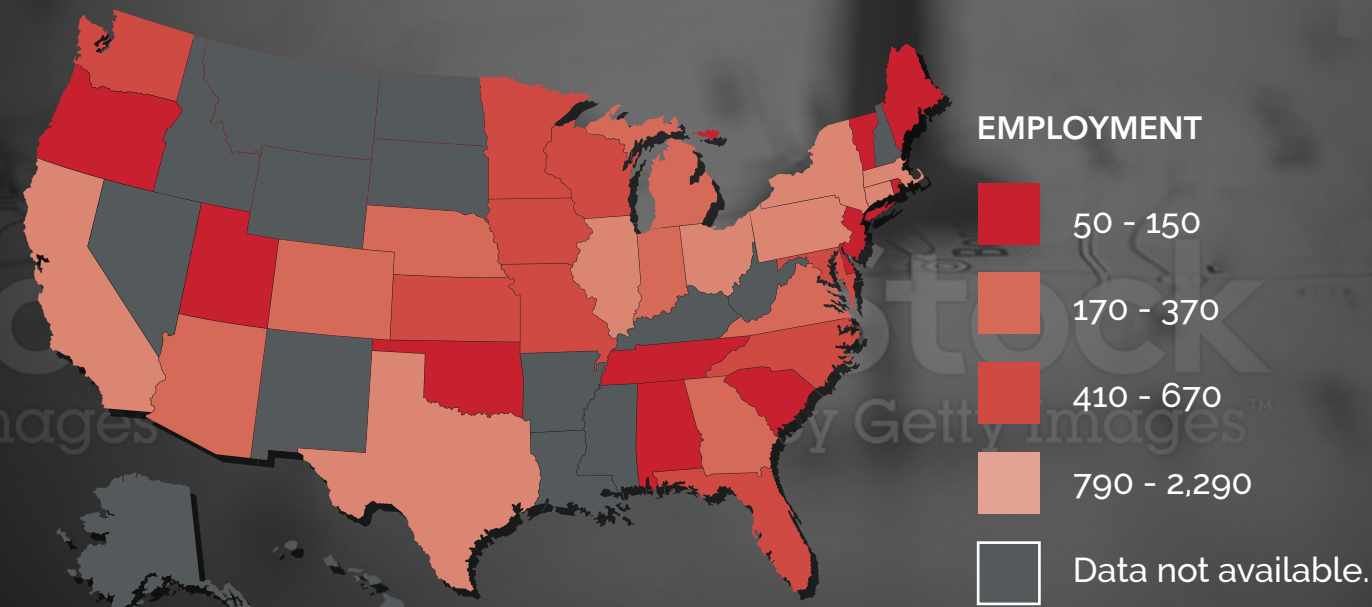
- Administrative Services Managers
- Advertising, Promotions, and Marketing Managers
- Architectural and Engineering Managers
- Computer and Information Systems Managers
- Construction Managers

Market Research

Location Data

ACTUARY

Most popular geographic regions for actuaries:



STATES WITH THE HIGHEST EMPLOYMENT LEVEL IN THIS OCCUPATION:

State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
New York	2,290	0.25	1.78	\$62.45	\$129,890
Pennsylvania	1,630	0.29	1.99	\$55.55	\$115,550
California	1,470	0.10	1.66	\$53.02	\$110,280
Illinois	1,410	0.24	1.68	\$45.49	\$94,620
Texas	1,120	0.10	0.67	\$55.76	\$115,990

RELATED CAREER PATHS:

- Accountants and Auditors
- Budget Analysts
- Cost Estimators
- Financial Analysts
- Personal Financial Advisors

Market Research

Audience Insights

BACHELOR'S IN ACCOUNTING PROGRAMS:

Individuals currently employed as bookkeeping, accounting, and auditing clerks represent the largest segment of the audience for a BS in Accounting program. This occupation includes 1,362,472 academically eligible individuals who have at least a high school degree, but no more than an associate. A bachelor's degree in accounting may also appeal to other occupations such as financial managers, payroll and timekeeping clerks, tax preparers, etc. Together, these occupations combined create a total target audience of 1,851,286 individuals.

TOTAL TARGET AUDIENCE OF | **1,851,286** | **INDIVIDUALS**

MASTERS'S IN ACCOUNTING PROGRAMS:

Individuals currently employed as accountants and auditors represent the largest segment of the audience for an MS in Accounting program. This occupation includes 736,983 baccalaureate-prepared individuals. A master's degree in accounting may also appeal to other occupations such as management analysts, financial managers, sales managers, etc. Together these occupations combined with accountants and auditors create a total target audience of 2,100,127 individuals.

TOTAL TARGET AUDIENCE OF | **2,100,127** | **INDIVIDUALS**

The Competitive Landscape

THE BIG PICTURE

The business world is always evolving, which means accounting expertise should be, too. As a building block of business, modern accounting professionals must be ready to master new technologies, work with stricter financial regulations, and collaborate with other business professionals to help secure and promote financial health in the business world. This changing landscape has led to a demand for expert accounting professionals. In fact, 142,400 new auditing and accounting jobs are expected to open between 2014 and 2024 (U.S. Bureau of Labor Statistics).

142,400

NEW AUDITING AND ACCOUNTING JOBS

In 2013, the U.S. accounting, tax preparation, and payroll services industry produced approximately \$137 billion in revenue. By 2018, this industry is expected to generate **\$160 BILLION** (U.S. Census Bureau). With the right skills and a honed analytical mindset, accounting professionals can reap the benefits of this multibillion-dollar industry.

While different accounting roles have different salaries, many of the titles in this field are ranked among the highest-paying jobs. Even with an already high ROI, starting salaries for accounting roles are expected to increase by 4.7% in 2016 (Robert Half, 2016 Salary Guide). Certifications can help boost your salary even higher; professional certifications can potentially increase your pay by up to 10% (Robert Half's 2014 Salary Guide).

A SNAPSHOT OF THE COMPETITION

Institutions with a similar online bachelor's in accounting program:

- Southern Illinois University-Carbondale
- Indiana Wesleyan University
- University of Minnesota-Crookston
- Bemidji State University
- Florida Institute of Technology
- University of Alabama-Birmingham

Institutions with a similar online master's in accounting program:

- DePaul University
- University of South Dakota
- Emporia State University
- St. John's University

Preliminary scanning of the competition reveals 154 ACBSP-accredited master's in accounting programs and 158 ACBSP-accredited bachelor's in accounting programs offered in the United States.

MESSAGING: WHAT ARE OUR COMPETITORS SAYING?

Overall

A large number of bachelor's and master's in accounting programs lead with degree and university names. Several employ marketing headlines focused on unique selling propositions, including the online component.

Bachelor of Science in Accounting

The bachelor's-level programs' high-level messaging reflects a general focus on business foundations, accounting expertise, and a well-rounded education rooted in liberal arts. These programs prominently display the 100% online feature as well as available support services.

Common themes:

- 100% online platform
- Scholarship information
- Job placement tools, support services, and resources
- Faculty testimonials
- Small class sizes and personalized learning
- A curriculum focused on practice over theory
- Career information
- Concentrations, tracks, specialties, or minors
- Liberal arts foundation

Master of Science in Accounting

The master's-level programs highlight the flexibility of an online platform, rankings, and accreditation and focus heavily on their ability to prepare students for the CPA exam. These programs are proud of their AACSB accreditation and faculty members.

Common themes:

- Faculty accolades
- Rankings from *U.S. News & World Report*, *The Princeton Review*, and *Financial Times*
- AACSB accreditation
- CPA preparation
- Completion time

The Competitive Landscape

HEADLINE EXECUTIONS

ONLINE BACHELOR'S IN ACCOUNTING PROGRAMS:

Southern Illinois University-Carbondale:

- Main: **Accounting Program (OACCT)**
- Additional:
 - Our Credentials Speak for Themselves.
 - Incredible Opportunities Await.
 - We Are Here for You.

Indiana Wesleyan University:

- Main: **B.S. in Accounting**
- Additional: Relevant and Convenient

University of Minnesota-Crookston:

- Main: **Accounting Bachelor of Science (BS)**
- Additional:
 - Setting you up for success
 - Find great careers
 - Learn with our techniques
 - Get certified here
 - Acquire knowledge from expert faculty

Bemidji State University:

- Main: **Pursue your Bachelor of Science degree in Accounting on your time, around your schedule, from anywhere with an Internet connection**
- Additional: On-Campus Quality in an Online Environment

Florida Institute of Technology:

- Main: **Bachelor of Arts in Accounting**
- Additional: How You'll Benefit from a BA in Accounting Degree

University of Alabama-Birmingham:

- Main: **Business is a numbers game. Learn to win.**
- Additional:
 - Get an education that works for you.
 - Develop the skills that count.
 - Crunch the numbers.

ONLINE MASTER'S IN ACCOUNTING PROGRAMS:

DePaul University:

- Main: **Earn Your Master's in Accountancy Online**
- Additional: Benefits of the Online MSA program

University of South Dakota:

- Main: **Prepare for the CPA exam. Online. On your time.**

Emporia State University:

- Main: **Accountancy**

St. John's University:

- Main: **Accounting, Master of Science**

Creative Audit

CREATIVE EXECUTION

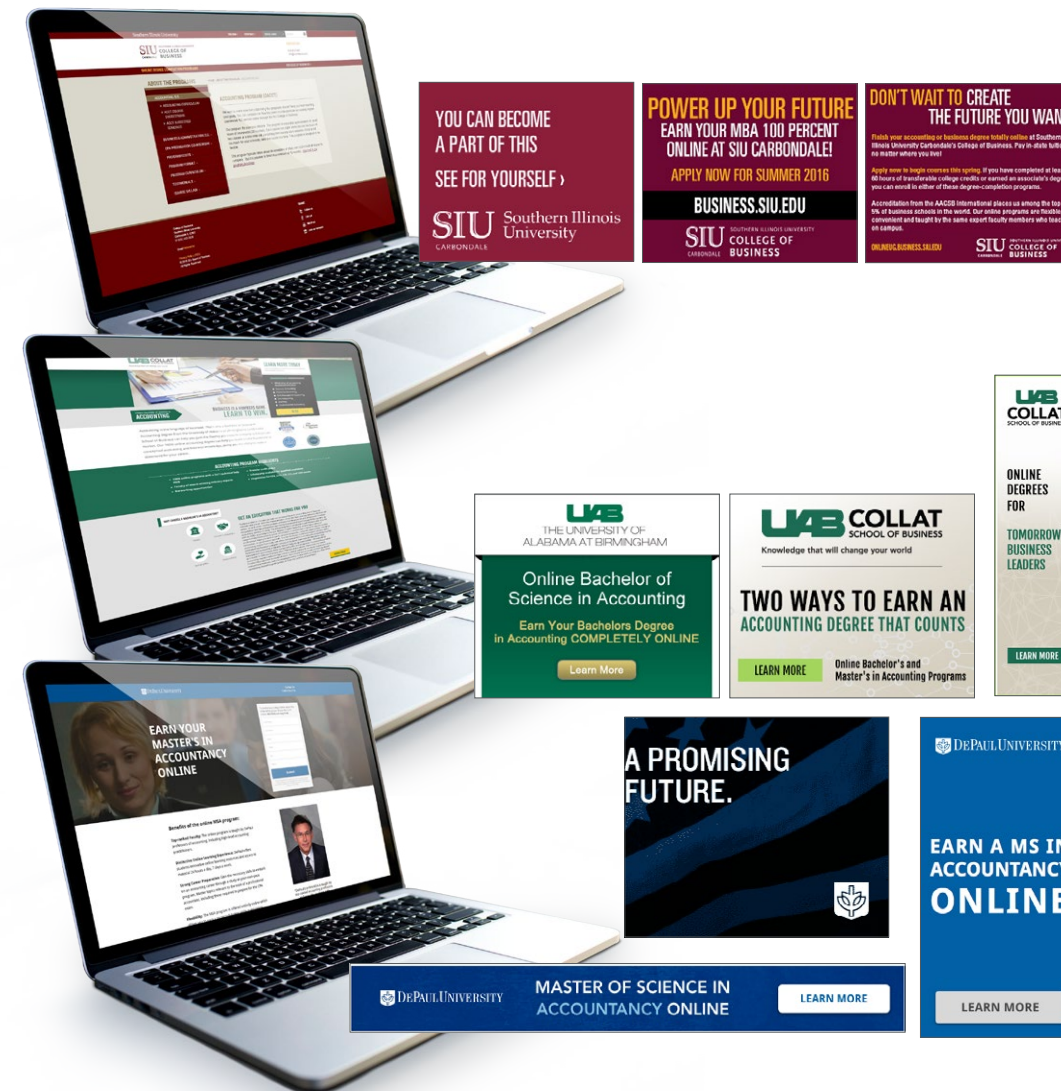
What our competitors are doing

Effective designs were clean, simple, and easy to follow. They had interesting hero images that connected with the hero copy. Logo, image, and copy seem to be the template for most competitors' pages.

The majority of the competitors are consistent in branding, having all material match brand colors and logo, making the brand prominent and memorable. This links the brand across all mediums in a manner that the viewer can easily connect with and distinguish.

The forms that were effective had just enough contrast to stand out but still felt cohesive with the flow of the design to lead the viewer's eye. Some of the competitors didn't even have the lead form at first glance.

Most landing pages were straightforward, but some tended to get copy heavy. Breaking up the copy in areas, having more white space for the eye to rest, and seamless integration of call outs and points of engagement work well. Consistency in typographic hierarchy, links, and bullets worked well.



Consistency

- Brand location
- Contrasting colors
- Minimal images
- Copy heavy

Inconsistency

- Contrasting colors
- Print material did not match the landing pages, causing a disconnect.
- Brand colors are not consistent across all assets.
- Inconsistent treatment on CTAs

PPC Audit

KEYWORD: *accounting degrees online*

Accounting Degree

[Ad www.keiser-education.com/Online](#)

Earn an Accounting Degree Online at Keiser University! Info.
Degree programs: Business Administration, Management, Marketing

Accounting Degree Online - miami.edu

[Ad www.miami.edu/degree_online](#)

The University of Miami Online. Flexible Programs. Request Info!
Online Degrees · Why UM Online · Admissions · Miami Rankings

Online Accounting Degree - University of Phoenix® - Phoenix.edu

[Ad www.phoenix.edu/](#)

Evolve with the world of Business. Get info.
Accounting · Administration · Marketing · MBA
Highlights: Career Services, Flexible Education Options...

Accounting Degrees Online - Affordable & Accredited Programs

[Ad www.snhu.edu/Accounting](#)

Get Degree Info & Apply Online Now!
Courses: Cost Accounting, Federal Taxation, Advanced Accounting, Auditing Principles
#1 Most Innovative School in the Northeast – U.S. News

KEYWORD: *accounting master*

Saint Marys Online Master - Be a Leader in Accounting - smumn.edu

[Ad onlineprograms.smumn.edu/](#)

Inquire About an Accounting Program Online!
Gain Real-World Skills · Management Focus · Earn CPA/CMA Credit Hours
Highlights: 100% Online, Financial Aid Available...

Master's in Accounting - SYR.edu

[Ad www.syr.edu/Online-Masters-Accounting](#)

Advance Your Accounting Career w/ a Syracuse Master's Online. Get Info.
Bachelor's Required · Meet Expert Faculty · Live, 100% Online Program · Financial Aid Available
Courses: Auditing, Corporate Finance, Taxation, International Accounting
No Experience Required · Choose from MBA or MSA · Job Outlook · Prepare for the CPA Exam

Master's in Accounting - Ashford.edu

[Ad www.ashford.edu/Accounting_Masters](#)

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Courses: Accountancy, Accounting Systems, Audit, Tax
Admissions · Military Benefits · Transfer Credits · Accreditation

Master of Accountancy

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Enroll at Keiser University in an online Masters program. Get info!

KEYWORD: *forensic accounting degree online*

SNHU® Forensic Accounting - Accredited & Affordable Degree

[Ad www.snhu.edu/Forensic-Accounting](#)

Get Degree Info & Apply Online Now!
Transfer Up To 90 Credits · Nonprofit University · NEASC Accredited
Courses: Cost Accounting, Federal Taxation, Business Law, Auditing Principles

Keiser University

[Ad www.keiser-education.com/accounting](#) (866) 288-1781

Train for your Accounting degree on Campus or Online. Start Today!
Not-for-profit · Accredited · Military Friendly · Four Degree Levels
Degree programs: Business Administration, Management, Marketing
Online Accounting · Master of Accountancy

Top 5 Accounting Schools - 100% Online - Schools For ACCT

[Ad www.businessdegreehub.com/](#)

See Our Top 5 Accounting Schools
Apply Today · Accredited Universities · Work Toward A New Career
Degree programs: Business, Accounting, Marketing, Construction Management

Online Accounting Degree - Phoenix.edu

[Ad www.phoenix.edu/](#)

University of Phoenix®. Evolve with the world of Business. Get info.
Highlights: Career Services, Flexible Education Options...

KEYWORD: *online accounting degree*

Top 5 Accounting Programs - Compare & See Our Top 5 Online ACCT

[Ad www.businessdegreehub.com/](#)

Degree Schools! Visit & Apply Today
Full Time or Part Time · Accredited Universities · Work Toward A New Career
Degree programs: Business, Accounting, Marketing, Construction Management

Accounting Degree

[Ad www.keiser-education.com/Online](#)

Earn an Accounting Degree Online at Keiser University! Info.
Military Friendly · Four Degree Levels · Not-for-profit · Accredited
Degree programs: Business Administration, Management, Marketing
Online Accounting · Master of Accountancy

Accounting Degrees Online - Affordable & 100% Online Programs

[Ad www.snhu.edu/Accounting](#)

Get Degree Info & Apply Online Now!
#1 Most Innovative School in the Northeast – U.S. News
Graduate Programs · Undergraduate Programs

Accounting BA Degree - Ashford.edu

[Ad www.ashford.edu/Accounting_BA_Degree](#)

Balance Your Work, Life and School at an Accredited University!
About Ashford · Accreditation · Forbes School Of Business · Admissions

PPC Audit

KEYWORD: *master forensic accounting*

Master Forensic Accounting - Online, Live-Video, AACSB Accredited

[Ad](#) www.masters-in-forensic-accounting.com/ (954) 762-5151

Apply Now! Start Soon. No GMAT.

financial Sherlock Holmes · online or on-campus · AACSB business school

Forensics Master's Degree - pace.edu

[Ad](#) www.pace.edu/Forensic-Science

Master in Forensic Science at Pace University in NYC.

Program Flexibility · Innovative Curriculum · Learning Communities · Accelerated Grad Study

Degree programs: Biochemistry, Mental Health Counseling, Environmental Policy, Environmental ...

Keller Accounting Masters - Keller.edu

[Ad](#) www.keller.edu/

Set Yourself Up For Success With Keller's Accounting Masters Program

Flexible class schedules · Online graduate programs · Master degree + CPA prep

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Landing Page Needs:

- BS/MS combo page
- Bachelor's page
- Master's page

Social Page Copy Needs:

Facebook page



- Short description: 155 characters or less brief description of the page.
- Long description: more information about the university/program (Facebook describes this area as: provide some more information about your business, brand, or organization. Include details like your background, mission, or awards.)
- Address, phone number, website
- ~~Example of Facebook page:~~
 - ~~<https://www.facebook.com/UniversityNevadaRenoOnlineMSW/>~~
 - ~~Look at the "About" section~~

○ LinkedIn company page

- Existing Maryville Online Degrees page — will add program name to that page



SEO Audit

COMPETITIVE ANALYSIS

Bachelor's in Accounting



Domain Rating: 66
URL Rating: 16
Referring Domains: 5
Backlinks: 13

Keywords:
Ranked for 444 words

Organic Traffic:
14 monthly visits

Top 5 Organic Keywords: siu accounting (30), southern illinois university online (90), southern illinois university online degrees (50), online accounting degree (4,400), illinois accounting (50)

Word count: 132 on program page



Domain Rating: 70
URL Rating: 24
Referring Domains: 30
Backlinks: 40

Keywords:
Ranked for 1,100 words

Organic Traffic:
422 monthly visits

Top 5 Organic Keywords: online accounting degree (4,400), accounting degree online (1,900), accounting online (480), bachelors in accounting (720), online accounting degrees (480)

Word count: 579



Domain Rating: 58
URL Rating: 18
Referring Domains: 10
Backlinks: 10

Keywords:
Ranked for 375 words

Organic Traffic:
19 monthly visits

Top 5 Organic Keywords: indiana wesleyan university online (590), indiana wesleyan online degrees (30), accounting degree indiana (10), indiana university accounting (40), indiana wesleyan university online degrees (10).

Average word count: 358 on homepage



Domain Rating: 67
URL Rating: 32
Referring Domains: 71
Backlinks: 124

Keywords:
Ranked for 1,100 words

Organic Traffic:
109 monthly visits

Top 5 Organic Keywords: uab online (390), uab online degrees (320), uab accounting online (20), uab online accounting (30), uab online masters (50).

Average word count: 1,061 on homepage



Domain Rating: 58
URL Rating: 17
Referring Domains: 11
Backlinks: 11

Keywords:
Ranked for 488 words

Organic Traffic:
18 monthly visits

Top 5 Organic Keywords: online accounting degree mn (30), bemidji state university online (30), bemidji state university online courses (10), accounting degree mn (10), bs accounting online (50)

Word count: 150 for the program page

SEO Audit

COMPETITIVE ANALYSIS

Master's in Accounting



Domain Rating: 67

URL Rating: 15

Referring Domains: 5

Backlinks: 8

Keywords:

Ranked for 876 words

Organic Traffic:

394 monthly visits

Top 5 Organic Keywords: masters in accounting online (590), online masters in accounting (480), masters of accounting online (210), master of accounting online (170), online accounting masters degree (260).

Word count: 768 on program page



Domain Rating: 62

URL Rating: 31

Referring Domains: 82

Backlinks: 326

Keywords:

Ranked for 1,700 words

Organic Traffic:

282 monthly visits

Top 5 Organic Keywords: masters in accounting online (590), macc online (1,300), online accounting masters degree (260), online masters in accounting (480), masters in accounting online (140)

Word count: 511 on home page



Domain Rating: 63

URL Rating: 19

Referring Domains: 14

Backlinks: 28

Keywords:

Ranked for 1,008 words

Organic Traffic:

74 monthly visits

Top 5 Organic Keywords: university of south dakota online mpa (10), university of south dakota beacom school of business (20), usd accounting (40), master of accountancy online (70), accountancy online (70).

Average word count: 430 on homepage



Domain Rating: 69

URL Rating: 26

Referring Domains: 33

Backlinks: 78

Keywords:

Ranked for 1,100 words

Organic Traffic:

231 monthly visits

Top 5 Organic Keywords: online masters in accounting (480), masters in accounting online (590), online masters of accounting (210), master of professional accounting (70), masters of accounting online (210).

Average word count: 416 on homepage

Media Audit

KEYWORD STRATEGY

Keyword data collected via Google Keyword Planner Tool in Google Adwords. Listed are primary keywords, secondary keywords and a long-tail keyword list.

As a reminder, here is how each keyword group should be used:

- Primary keywords: used in major elements like titles, H1s, H2s, and used multiple times in the copy. In addition to listed primary keywords, it's important to mention the school or college name naturally so we rank well for branded keywords.
- Secondary keywords: typically variations of the primary keywords and include top and middle of funnel keywords like plural variations, i.e. online accounting degrees, which may indicate a user is still researching or comparing schools.
- Long-tail keywords: typically less common variations but great for low-traffic, highly engaged users. Take note that we don't scrub these lists for competitors or keywords that don't apply, so use good judgment in selecting (don't use competitor brands or keywords that don't make sense).

Primary Keywords	Search Volume	Primary Keywords	Search Volume
online accounting degree	5,400	master in accounting online	880
online masters in accounting	720	master of accounting	2,900
masters in accounting online	880	accounting degree salary	1,000
masters in accounting	4,400	accountant starting salary	1,600
ms of accounting	2,900	macc online	2,400
masters of accounting	2,900	ms accounting	1,600
master of science in accounting	880	accountants starting salary	1,600
masters degree in accounting	590	ms in accounting	880
online accounting masters degree	390	master of accounting online	390
		online ms accounting	480
		online master in accounting	720
		masters of accountancy	720
		online ms in accounting	720

ASSET STRATEGY

The strategy for the asset is to make it clear why a user should choose our online program based on the content on the online homepage. It will then link out to three vertical sub-pages filled with lots of supplemental content. These subpages are vital, as they will help users in the top and middle of the marketing funnel and will also build the thickness of our website, which will improve the site's authority.

CONTENT STRATEGY

Topics most relevant to a prospective student should be prioritized and displayed in order of importance/ order in which questions arise for someone potentially interested in enrolling or receiving more information about the degree. The most useful and conversion-friendly information should be displayed first and higher on the page. For example, a logo of accreditation, graduate profiles/testimonials, and statistics of increase in salaries or job promotions. These are items that a visitor would like to see immediately to keep them interested in staying on the website. The most pertinent information should be already displayed or be very easy to find.

A page with 1,000 words should be able to rank for at least 10-15 keywords. We included plenty of variations in the keyword strategy so the copy should have a very natural tone and doesn't repeat the same variation over and over again. As a very general rule of thumb, primary keywords should be used 2-4x in the body, secondary 1-3x and long-tails used where applicable.

LINKING RECOMMENDATIONS

Interlinking

Interlinking is a big focus: we want to use keyword-rich anchor text and spread the love to the homepage, other programs, resources, whatever would be beneficial to the user. As always, the links should be naturally placed so it's hard to define an exact number.

Resources should be interlinked with each other using appropriate anchor texts. The SEO value gained from this is primarily the sharing of authority amongst each of the articles and pages. It shows more cohesion on the website and also redirects visitors to other relevant areas of the site, which keeps them on the website longer. This is important because Google does look at time-on-site, which is an engagement metric. Having visitors leave the site too early sends a signal to Google that visitors are not finding what they are looking for and we will drop in rankings.

SEO2 Links

For SEO2 links, we should follow the normal protocol with any mention of online being an opportunity. Even campus programs could have online links added so students know the option is available. Links closer to the homepage or in navigation will have more weight than links buried in a deep internal page.

Program Details

ABOUT MARYVILLE

Founded in 1872, Maryville University of St. Louis has developed a reputation for academic excellence in higher education. With more than 90 degrees offered at the undergraduate, master's, and doctoral level, Maryville has been recognized as a comprehensive, inclusive, and nationally ranked private institution. More than 6,400 students from 50 states and 47 countries have made Maryville University their alma mater. **You can join them today.**

6,400 STUDENTS | **50** STATES | **47** COUNTRIES

ABOUT THE JOHN E. SIMON SCHOOL OF BUSINESS

Named after the late St. Louis businessman, philanthropist, and Maryville trustee emeritus, the John E. Simon School of Business seeks to embody the same values and dedication of John E. Simon. Through a wide range of undergraduate and graduate programs, our prestigious business school has helped thousands of students around the world pursue quality higher education.

The mission of the John E Simon School of Business is to develop leaders and managers for for-profit and nonprofit organizations. We help foster professional relationships with corporations within Maryville Centre and throughout the St. Louis region. These relationships provide hands-on professional expertise and internship opportunities for our students and are evidence of our dedication to innovation, lifelong learning, community service, and integrity.

RANKINGS

- Maryville University of St. Louis is accredited by the Higher Learning Commission.
- The John E. Simon School of Business is accredited by the Accreditation Council for Business Schools and Programs.
- Maryville University is ranked in the top 10% of all major universities in the nation for the economic value of its academic degrees by Educate to Career, a nonprofit firm that analyzes the value of a college degree in response to student demand for good return on investment.
- *U.S. News & World Report* named Maryville University the No. 1 "Overperforming University" in the nation for 2013 and 2014.
- *Forbes* and *Kiplinger's Personal Finance* magazines consistently rank Maryville University as a top private school. *Kiplinger's* has named Maryville to its list of 100 best values in private colleges and universities for five consecutive years.
- *Forbes* has named Maryville to its "Best Colleges" list for the past three years.
- *The Chronicle of Higher Education* cites Maryville University as one of the top 20 fastest-growing universities in the country. The report ranks Maryville 19th nationally for private, nonprofit, doctoral institutions in rate of growth.
- Maryville University is one of only three St. Louis institutions in the National Universities category to achieve ranked status in *U.S. News & World Report's* Best Colleges.
- Maryville University is ranked 47th on *U.S. News & World Report's* "Best Colleges for Veterans" list for 2015.
- *G.I. Jobs* magazine has named Maryville a "Military Friendly" school in 2015 and for the past five years, and Military Advanced Education has named the University a "Top School" in its 2015 Guide to Military Friendly Colleges & Universities.



THE CHRONICLE
of Higher Education



Program Details

CURRICULUM

Maryville University's suite of online accounting degrees takes an innovative approach to accounting expertise. The Bachelor of Science in Accounting and Master of Science in Accounting coursework is designed to go beyond current accounting trends and into the future of the field.

Bachelor of Science in Accounting

General Ed*

All students must complete the general education curriculum, major coursework, and any additional electives to meet the 128-credit-hours requirement. Transfer credits earned from regionally accredited institutions are accepted based on individual evaluation.

Undergraduate students must satisfy the general education requirements for Maryville, complete their last 30 credit hours at Maryville, and earn at least half of their required credits with Maryville.

Business Core

Course #	Course Name	Credits
ISYS 100	Computer Applications	3
BUS 150	Business Communications	3
ACCT 210	Financial Accounting	3
ACCT 211	Managerial Accounting	3
ECON 201	Macroeconomics 2	3
ECON 202	Microeconomics	3
ISYS 241	Business Statistics	3
BUS 280	Business Law	3
MGMT 321	Principles of Management	3
MKT 360	Principles of Marketing	3
FIN 312	Principles of Finance	3
BUS 314	Operations Management	3
BUS 491	Business Policies	3

Total 128 credit hours

*60 credit hours required from a four-year institution.

**Qualifying students may apply early access courses toward a graduate-level degree. Accounting electives are also available to satisfy total credit hour requirements.

Professional Accounting

Course #	Course Name	Credits
ACCT 310	Forensic Accounting I	3
ACCT 318	Financial Reporting I	3
ACCT 319	Financial Reporting II	3
ACCT 409	Advanced Managerial Accounting	3
ACCT 415	Accounting Information Systems	3
ACCT 423	Auditing	3
CCT 413	A Individual Income Tax	3

Capstone

Course #	Course Name	Credits
ACCT 491	Accounting Theory	3
EA1**	Early Access Accounting Course 1	3
EA2**	Early Access Accounting Course 2	3
EA3**	Early Access Accounting Course 3	3

Master of Science in Accounting

Bridge

Course #	Course Name	Credits
ACCT 210	Financial Accounting	3
ACCT 211	Managerial Accounting	3
BUS 280	Business Law	3
FIN 312	Principles of Finance	3
ECON 201/202	Macroeconomics or Microeconomics	3
ISYS 241	Business Statistics	3
ACCT 318	Financial Reporting I	3
ACCT 319	Financial Reporting II	3
ACCT 409	Advanced Managerial (or Cost) Accounting	3
ACCT 423	Auditing	3
BUS 501	Survey of Business*	1

Total 30 credit hours (60 for bridge students)

*BUS 501 required for students conditionally admitted

**Additional fee for Becker prep courses

Core

Course #	Course Name	Credits
BUS 500	Graduate Preparation	0
ACCT 614	Tax Planning and Decision Making	3
ACCT 618	Strategic Accounting Issues	3
ACCT 620	Financial Statement Analysis	3
ACCT 660	Data Analytics	3
ACCT 616	Financial Reporting III	3
ACCT 650	Accounting Research & Communication	3

Becker CPA Preparation Courses**

Course #	Course Name	Credits
ACCT 670	Advanced Auditing	3
ACCT 674	Advanced Financial Accounting & Reporting	3
ACCT 672	Advanced Business Environment & Concepts	3
ACCT 676	Advanced Accounting Regulation	3

Program Details

KEY PROGRAM OBJECTIVES

Bachelor of Science in Accounting

Maryville University's online Bachelor of Science in Accounting is specifically tailored to the current and future demands of the accounting field. Through an innovative curriculum, a faculty of active industry experts, and optional early access courses, the online BS in Accounting is uniquely positioned to help students start their career in a growing field and get a head start on their graduate degree, all without sacrificing their personal and professional goals.

- Develop critical thinking skills and practical accounting expertise.
- Complete a flexible, industry-relevant, and experience-driven degree.
- Build a solid foundation in current business and accounting theory and practice.
- Pursue a pathway to professional accounting through a blend of business and accounting coursework.
- Apply up to nine credit hours to your master's in accounting degree from Maryville University.

Master of Science in Accounting

The online Master of Science in Accounting program from Maryville University is ideal for professionals with both accounting and non-accounting backgrounds eager to establish or further their career in accounting. Our bridge and core coursework is designed to help every student develop advanced skills, make meaningful connections, and gain hands-on experiences. With four Becker Certified Public Accountant (CPA) Preparation courses in our curriculum, our students are able to qualify and sit for their CPA exam with confidence and expertise.

- Develop critical thinking skills and practical accounting expertise.
- Pursue a values-centered, collaborative, and experience-driven degree.
- Build a solid foundation in current business and accounting theory and practice.
- Explore important topics in accounting, including data analytics, research and communication, and tax planning.
- Qualify and prepare for the CPA exam with our innovative master's program curriculum infused with the Becker CPA prep courses.

PROGRAM STRUCTURE

Maryville University's suite of online accounting programs is structured to replicate the face-to-face classroom experience in a flexible, online format. We enhance the online learning experience by utilizing advanced technology and customized platforms for each course. Throughout the programs you have access to a wide variety of communication and presentation tools that enable virtual collaboration and interaction with your peers and professors.

For both programs, courses are held online and asynchronously. The Bachelor of Science in Accounting curriculum can be completed on a part-time or full-time schedule. With a comprehensive general education block, an industry-relevant accounting and business core, and three early access courses, you can get a solid foundation of business and accounting expertise while getting a head start on an advanced degree.

The Master of Science in Accounting is also available online, on a part-time or full-time schedule, and is held asynchronously. The MS in Accounting coursework is specifically designed to accommodate non-accounting bachelor's-level students through our bridge program, offer CPA preparation through four Becker CPA Preparation courses, and impart advanced business and accounting expertise.

Business Core

ISYS 100 Computer Applications

Course broadly covers microcomputer hardware and software concepts; hands-on experience with operating system software and application software packages: word processing, spreadsheet, database, desktop publishing, and presentation graphics. Note: A competency exam is available. **3 credit hours**

BUS 150 Business Communications Prerequisite: ENGL 101

In today's business world, effective communication, whether it is delivered face-to-face or in a written format, is essential. This course increases the ability of students to express themselves effectively through various forms of communications channels. The course is designed to enhance the quality of the student's communication skills. **3 credit hours**

ACCT 210 Financial Accounting Prerequisite: ISYS 100, and MATH 116

This course focuses on how business events affect financial statements by acquiring a working knowledge of basic accounting theory and concepts. Topics include the role of accounting in decision-making; the recording procedures that accountants use to organize information for financial statement preparation; and analytical tools and accounting principles to aid in reading and interpreting financial statements. **3 credit hours**

ACCT 211 Managerial Accounting Prerequisite: ISYS 100, ACCT 210, and MATH 116

The concepts of managerial accounting are covered in this course. Emphasis is placed on the preparation and use of financial information for planning, decision-making, and control. The course will address cost classifications, product and service costing methods and systems, profit planning, measuring performance, and the new manufacturing environment. **3 credit hours**

ECON 201 Macroeconomics Prerequisite: ENGL 104 and MATH 116 or higher; Minimum grade C-

This course studies the overall economic activity and growth of a nation. Topics include the basic model of supply and demand, national income accounting, the determinants of national income and employment, the meaning and measurement of inflation and unemployment, business cycles, the economics of money and banking, and the role of monetary and fiscal policies in influencing economic activity. **3 credit hours**

ECON 202 Microeconomics Prerequisite: ENGL 104 or ENGL 204H; and MATH 116 or higher; Minimum grade C-

This course studies price theory (or the laws of supply and demand) the market system, the economics of consumer behavior and firm behavior, market structures, and government regulation of business. **3 credit hours**

ISYS 241 Business Stats Prerequisite: ISYS 100 and MATH 116.

This course develops business data analysis skills and statistical techniques using spreadsheets. Topics include data collection storage and analysis using descriptive statistics, tables and charts; probability and data distributions, statistical tests, correlation, regression, forecasting, and quality control analysis. **3 credit hours**

BUS 280 Business Law

This course examines legal rights and ethics, crimes, torts, contracts, personal property, bailments, and sales. **3 credit hours**

MGMT 321 Principles of Management

This course studies the basic theories and concepts of management including the evolution of management, ethics, decision-making, organizational structure, motivation, communication, group dynamics and team building, planning, job design, leadership, and organizational change. **3 credit hours**

MKT 360 Principles of Marketing Prerequisite: ENGL 104, ISYS 100, or ADGD 265

An introduction to the concepts of marketing and their application to those engaged in marketing consumer and industrial goods and services; pricing, product planning, distribution, and promotion. **3 credit hours**

FIN 312 Principles of Finance Prerequisite: ACCT 210, MATH 141, or ISYS 241

Students examine basic financial management of business firms: procurement, allocation, and control of funds; corporate financial behavior; financial instruments and markets; and the analysis and interpretation of investment and profit performance. **3 credit hours**

BUS 314 Operations Management Prerequisite: MGMT 321, MATH 141, or ISYS 241

This course examines business operations as they relate to both product and service type components. The course provides techniques of production and operation, as well as techniques for service type organizations. **3 credit hours**

BUS 491 Business Policies (Capstone) Prerequisite: FIN 312 and Senior Status

Integration of previous course material related to problem solving within a business environment; case-oriented course integrating the functional areas of business. **3 credit hours**

Professional Accounting

ACCT 310 Forensic Accounting Prerequisite: ISYS 211

This course provides an introduction to the field of forensic accounting and fraud detection and examination. Course content includes an introduction of accounting ethics, fraudulent financial reporting, Foreign Corrupt Practices Act, economic damages, business valuation,

money laundering, terrorism, and cybersecurity. **3 credit hours**

ACCT 318 | Financial Reporting I Prerequisite: ACCT 211

An in-depth study of financial accounting topics including time value concepts; valuation of inventories; acquisition and disposition of property, plant, and equipment; intangible assets; and revenue recognition. The transition from U.S. GAAP to IFRS is also discussed. **3 credit hours**

ACCT 319 Financial Reporting II 3 credit hours Prerequisite: ACCT 318

An in-depth study of accounting topics including stockholders equity issues, earnings per share valuation, investments, current and long-term liabilities, accounting for income taxes, pensions, leases, post-retirement benefits, and statement of cash flows. The transition from U.S. GAAP to IFRS is also discussed. **3 credit hours**

ACCT 409 Advanced Managerial Accounting Prerequisite: ACCT 211

In this course students obtain, use, and critically evaluate financial and non-financial information to make effective business decisions considering strategic, technological, and environmental factors. **3 credit hours**

ACCT 415 Accounting Information Systems Prerequisite: ACCT 318

This course introduces students to accounting information systems concepts and applications. Topics covered include system development life cycle, AIS design and development, accounting database design, business process

analysis, accounting applications, IT security and controls, and accounting requirements for the development of intelligent systems. **3 credit hours**

ACCT 423 | Auditing | 3 credit hours Prerequisite: ACCT 318 or ACCT 319

This course covers the theory and application of required standards and appropriate procedures used by the independent accountant to give various degrees of assurance to an organization's financial information and operations, with a focus on external auditing. The auditor's responsibilities, work paper preparation, and ethical standards are included in this course. **3 credit hours**

ACCT 413 Individual Income Tax Prerequisite: ACCT 318

This course emphasizes the federal income taxation of individuals as prescribed in the Internal Revenue Code, related regulations, rulings, and case law. The purpose is to develop an understanding of the basic principles and concepts of income taxes, to become acquainted with research skills needed to locate appropriate tax law sources, and to apply principles and concepts to tax return preparation. **3 credit hours**

ACCT 491 Accounting Theory (Capstone) Prerequisite: ACCT 305, ACCT 319, ACCT 409, ACCT 423, FIN 312, and Senior Status

The capstone course integrates previous course material from financial and managerial accounting, auditing, taxation, international financial reporting standards, and related accounting courses. The case-oriented class involves a wide variety of issues facing accountants today. **3 credit hours**

Bridge Program

Students with a bachelor's degree in a non-accounting field may be required to complete bridge courses before starting the Maryville online Master's in Accounting program. Bridge courses help students gain the foundational business and accounting knowledge needed to enter the master's-level coursework.

Bridge courses may be waived via transfer of credit if the applicant demonstrates completion from an accredited university with a grade of B or above within the past 5 years or if the applicant possesses a bachelor's degree in accounting.

Bridge Program Course List:

ACCT 210 Financial Accounting

ACCT 211 Managerial Accounting

BUS 280 Business Law

ECON 201/202 Macroeconomics or Microeconomics

ISYS 241 Business Statistics or Elementary Statistics

ACCT 318 Financial Reporting I

ACCT 319 Financial Reporting II

ACCT 409 Advanced Managerial (or Cost) Accounting

ACCT 423 Auditing

BUS 501 Survey of Business

ACCT 616 Financial Reporting 3

This course covers advanced-level accounting subjects including business combinations, partnerships and accounting for multinational entities, and segment and interim reporting. **3 credit hours**

ACCT 614 Tax Planning and Decision Making

This course will focus on the fundamental concepts of common tax regulations and provide a broad overview of corporate and partnership taxation and individual tax planning issues. Specific topics include: the framework of the tax system; fundamentals of tax planning; the taxation of sole proprietorships, flow-through entities, and corporations; and the tax treatment of fringe benefits and investment assets. **3 credit hours**

ACCT 618 Strategic Accounting Issues

This course deals with the role that the accounting function plays in achieving the strategic goals of an organization. It also explores the issues of corporate governance, including the impact of the Sarbanes-Oxley Act and the interactions among management, auditors, and the audit committee. **3 credit hours**

ACCT 620 Financial Statement Analysis

This course will provide the skills necessary to interpret and analyze financial statement information by discussing the four key financial statements and analyzing the financial information to evaluate profitability, liquidity, and risk. Topics also covered include traditional ratio analysis and interpretation, accounting rules and quality of earnings, warning signs of financial

distress, and SEC reporting requirements. **3 credit hours**

ACCT 660 Data Analytics

This course serves as an introduction to data analytics. Data analytics is generally defined as the use of data, quantitative analysis, and modeling to drive business decisions. Specific data mining techniques to illustrate business decision-making situations is discussed. **3 credit hours**

ACCT 650 Accounting Research & Communication

This course will use various sources of authoritative guidance to resolve complex, professionally oriented problems that include auditing, financial reporting, and taxation. Students will analyze numerous unstructured cases and present their conclusions with written reports and oral presentations. **3 credit hours**

ACCT 670 Advanced Auditing

This course provides a review of auditing procedures, auditing standards generally accepted in the United States (GAAS), and other standards related to attestation engagements. This course must be taken during the last 12 credit hours of the program. **3 credit hours**

ACCT 672 Advanced Business Environment & Concepts

This course provides a review of business structure; economic concepts essential to understanding an entity's operation, business and industry; financial management; information technology; and planning and measurement. This course must be taken during the last 12 credit hours of the program. **3 credit hours**

ACCT 674 Advanced Financial Accounting and Reporting

This course provides a review of accounting principles generally accepted in the United States (GAAP) that affect business enterprises, not-for-profit organizations, and government entities. This course must be taken during the last 12 credit hours of the program.

ACCT 676 Advanced Accounting Regulation

This course provides a review of taxation, ethics, professional and legal responsibilities, and business law. Topics address CPAs' professional and legal responsibilities, and legal implications of business transactions, particularly as they relate to accounting and auditing. This course must be taken during the last 12 credit hours of the program. **3 credit hours**

Becker CPA Preparation Courses

The online MS in Accounting program at Maryville University integrates the official Becker Certified Public Accounting exam preparation courses directly into the curriculum. Students will prepare with subject matter experts, work toward their master's, and upon completion, should be prepared to sit for the exam without additional study time. This makes the CPA preparation more convenient and affordable. In fact, students can save up to \$600 by completing Becker CPA preparation for-credit courses through the online MS in Accounting program. This unique partnership is a primary benefit of attending Maryville since it is one of only two Master's in Accounting programs in the country that incorporate the official Becker exam preparation courses in the curriculum.

ACCT 670 Advanced Auditing

ACCT 674 Advanced Financial Accounting and Reporting

ACCT 672 Advanced Business Environment & Concepts

ACCT 676 Advanced Accounting Regulation

Program Details

TUITION

- o Graduate program tuition is \$750 per credit hour. Undergraduate tuition is \$610 per credit hour.
- o Total tuition for the BS in Accounting is \$78,080, and \$22,500 for the MS in Accounting.
- o Earn your BS in Accounting with just 128 credit hours or your MS in Accounting with as few as 30 total credit hours (60 for bridge program students).
- o Complete your BS in Accounting in 8 semesters, or in as few as 2.5 years, and your MS in Accounting in 2.5 semesters, or in as few as 10 months.

ADMISSION REQUIREMENTS

Bachelor of Science in Accounting

General

- o Application for admission
- o Cumulative GPA of 2.0 on a 4.0 scale
- o Official transcripts from all previously attended institutions
- o AA degree satisfies general education requirement
- o High school transcripts required for transfers with fewer than 60 transferable hours
- o Maximum of 68 credit hours from a two-year college will be counted toward the completion of a bachelor's degree
- o Completed associate degree in a specific area counted as a minor in the completion of a bachelor's degree
- o Last 30 credit hours of degree must be taken with Maryville University

Master of Science in Accounting

General

- o Application for admission
- o Bachelor's degree from regionally accredited institution
- o Official transcripts from all previously attended institutions
- o Personal letter explaining qualifications for graduate work
- o Applicants to the program with a cumulative undergraduate grade point average of 3.0 or below on a 4.0 scale may apply for conditional acceptance
- o International applicants to the graduate programs in the John E. Simon School of Business must demonstrate English proficiency. Maryville University does not offer admission without the submission of a test score or other proof of English proficiency. At the discretion of the graduate program, a lower English proficiency score may be considered in combination with a strong essay, transcripts, letters of recommendation, and any other requirements.

BRIDGE PROGRAM STUDENTS

International applicants to the graduate programs in the John E. Simon School of Business must demonstrate English proficiency. Maryville University does not offer admission without the submission of a test score or other proof of English proficiency. At the discretion of the graduate program, a lower English proficiency score may be considered in combination with a strong essay, transcripts, letters of recommendation, and any other requirements.

- o Prerequisite courses required:
 - ISYS 100 – Computer Applications
 - MTH 116 – College Algebra
- o Bridge courses must be completed before beginning required courses
- o Bridge courses may be waived via transfer of credit if the applicant demonstrates completion from an accredited university with a grade of B or above within the past 5 years or if the applicant possesses a bachelor's degree in accounting
- o Survey of Business course will be required as part of the foundational courses if the applicant is conditionally admitted

Content Strategy

WHAT'S OUR STORY

Today's students have options. We must craft a brand story that's worth telling to be a program worth remembering in the sea of competitors.

OUR POSITIONING

The positioning statement is intended for ideation, inspiration, and reference only. Please do not use the following verbiage verbatim in external communications.

Bachelor of Science in Accounting

At Maryville University, our goal is to help students develop the business, accounting, and financial skills they need to succeed in the growing accounting field. The online Bachelor of Science in Accounting's in-depth view of accounting and business concepts and hands-on experiential opportunities go beyond general education and into practical, future-facing expertise. Our BS in Accounting is designed to help students successfully enter the accounting field, move closer to CPA certification, and jumpstart their master's in accounting degree with Maryville University.

Master of Science in Accounting

Maryville University's mission to help students develop accounting expertise and a solid business acumen begins with an inclusive view of education, practical, practice-driven coursework, and future-facing approach to the modern business landscape. As a leader in education, we realize that expertise can come from anywhere. That's why Maryville offers the master's in accounting program 100% online and delivers an online bridge program for students with non-accounting backgrounds. Our curriculum includes current and trending topics in accounting as well as Becker CPA preparation courses so our students can qualify and sit for their CPA exam with expertise.

Message Architecture

VOICE AND TONE

The voice and tone should reflect the academic and innovative nature of Maryville University and the BS and MS in Accounting programs. The copy should emphasize our experience-driven curriculum and demonstrate our students' ability to personally connect to faculty and active professionals from the heart of St. Louis' business park. We speak confidently, passionately, clearly, and with expertise. Copy should speak directly to potential students to remind them of our program's stature and benefits and to help them see their future with Maryville.

How do we accomplish this?

- We speak passionately and purposefully, with clarity and confidence, not with fluff and buzzwords.
- We don't force excitement with exclamation points. We let our engaging content and innovative degree speak for itself.
- We speak to our students directly. We use second-person pronouns (you) to help them see themselves in our content story.
- We speak with confidence. Our content reflects our business, accounting, and educational knowledge.
- We speak with expertise. We are specific in our language and support our claims with real data.

TONE WORDS

Business is constantly evolving, which means our audience perception will be, too. The way we speak to prospective students will change based on industry trends and advancements. Regardless of the topic, our tone words remain the same.

- Personal
- Professional
- Flexible
- Practical
- Industry-relevant
- Expertise
- Strategic
- Inclusive
- Future-facing

Message Architecture

KEY DIFFERENTIATORS

Why do students choose Maryville University for their online BS or MS in Accounting? Maryville's suite of online accounting programs cover areas of business and accounting that reflect the current and future trends of the field. Our main advantage stems from an inclusive bridge program, no SAT or ACT requirements for bachelor's students, a heavy focus on CPA preparation, and the opportunity to earn credits toward an advanced degree as a bachelor's student.

- **Fewer obstacles:** Maryville University is dedicated to inclusive education. By offering a bridge program for the online MS in Accounting program we are opening the door for non-accounting professionals and career changers to reach their goal of earning an advanced degree in accounting.
- **Commitment to CPA success:** The online MS in Accounting program incorporates Becker CPA exam preparation courses directly into the program curriculum. Our students can save up to \$600 by completing Becker CPA preparation for-credit courses through the online MS in Accounting.
- **Pathway to expertise:** Qualifying students in the online BS in Accounting program can complete three early access courses and apply up to nine credit hours toward their master's in accounting degree with Maryville University.
- **Lasting connections:** The online BS and MS in accounting programs are designed to build strong, lasting ties between peers. Students can connect virtually and collaborate on projects with faculty members, active professionals in the St. Louis area, and other accounting students from around the world.
- **Prestigious name:** Maryville University is ranked among the nation's top "National Universities" by *U.S. News & World Report* (2016) and one of the 20 "Fastest Growing Universities" by *The Chronicle of Higher Education*.
- **Highly regarded:** Maryville University's suite of online accounting degrees are housed by the John E. Simon School of Business, which is accredited by the Accreditation Council for Business Schools and Programs (ACBSP). Maryville University is accredited by the Higher Learning Commission (HLC).

KEY SUPPORTING POINTS

The following supporting points are not necessarily unique to our program, but are expected from prospective students. Communication should include the following supporting points to ensure we counteract any perceived advantage marketed by our competitors.

- Online coursework
- Transfer credits accepted
- Maryville University is accredited by the Higher Learning Commission (HLC)
- The John E. Simon School of Business is accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Graduate with a bachelor's in accounting in as few as 2.5 years or with a master's in accounting in as few as 10 months
- No GMAT or GRE requirement for master's students

Creative Style

BRAND

Vertical Logo



Horizontal Logo



Size Recommendations: The recommended sizes for the Maryville logo are 1" wide for the vertical logo and 1.85" wide for the horizontal logo.

Minimum Size: For situations where recommended sizes will not fit, the minimum size is 0.75" wide for the vertical logo and 1.4" wide for the horizontal logo.

Live area is aligned and proportionate to the width of the M horizontally, and the height of the M vertically.



Using the Maryville logo



Other Logo Formats: Depending on the printing or production options at hand, it may become necessary to use a reverse, one-color or two-color version of the logo. The core logo, in full color, should be used whenever possible. These options should never be substituted for the full-color option arbitrarily.

COLORS & TYPOGRAPHY

Colors



Primary Color

CMYK C2 M100 Y85 K6
 RGB R200 G16 B46
 HEX c8102e



CMYK C0 M0 Y0 K80
 RGB R84 G88 B90
 HEX 54585a



CMYK C0 M0 Y0 K100
 RGB R44 G42 K41
 HEX 2c2a29



RGB R255 G255 K255
 HEX fffff

Typography

The primary type family used is **Avenir LT Std**. This is used for all running text and for all documents produced on Maryville letterhead, templates, or logo mastheads.

The Avenir Next LT Pro type family features many additional weights as well as condensed versions, for maximum flexibility. All are acceptable.

- Avenir LT Std light*
- Avenir LT Std light oblique*
- Avenir LT Std book*
- Avenir LT Std book oblique*
- Avenir LT Std roman*
- Avenir LT Std oblique*
- Avenir LT Std medium*
- Avenir LT Std medium oblique*
- Avenir LT Std heavy*
- Avenir LT Std heavy oblique*
- Avenir LT Std black*
- Avenir LT Std black oblique*

Web

Open sans, a free Google Font, is recommended for use in Maryville Web applications (except for e-blasts, which must use a universal font).

- Open Sans Normal*
- Open Sans Light Italic*
- Open Sans Semibold*
- Open Sans Semibold Italic*
- Open Sans Bold*
- Open Sans Bold Italic*
- Open Sans Extra Bold*
- Open Sans Extra Bold Italic*

Creative Style

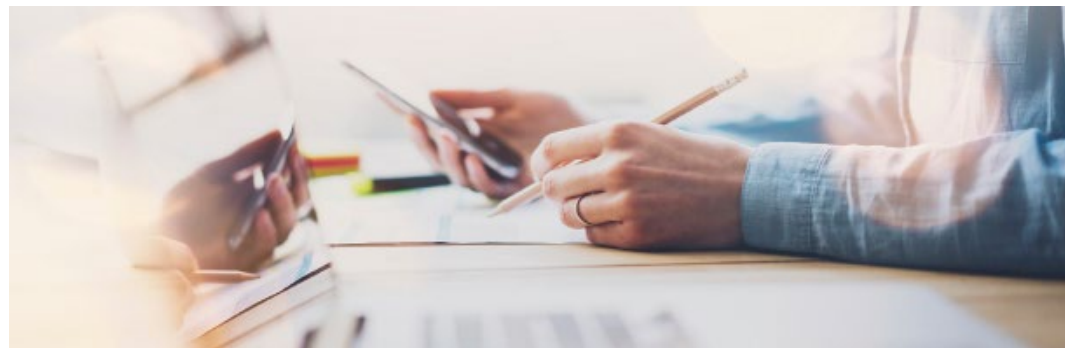
IMAGERY

Below is a snapshot of the types of imagery we have selected for the Maryville accounting programs that will be utilized throughout various marketing assets.

Subjects are in a work environment focused on a task or on subjects around a task. Images show subjects immersed in numbers, mostly in group or collaborative settings.

Abstract images are used to focus on the numbers / chart aspect of accounting. These shots and textures can be combined or an overlay applied for added emphasis.

Images showcase online material, including tablets and computers.



Creative Style

LANDING PAGES



Header

For immediate brand recognition and connection to the program, the logo should be in the top left of the page with proper clear space. Program name should appear in Maryville gray to the right side of the page.

Hero Image

Hero image is straight to the point. Accounting and numbers online. The hero image should focus on what is important and what would help relate the user to the hero section.

Lead Form

A contrasting Maryville red to help it pop off the page. The lead form has a contrasting blue CTA to help it stand out. A multiplied red used to show the different steps in the lead form.

Body Copy and Bullets

Messaging clean, simple, and straightforward. Large headline with a differentiation in font weight to highlight what is most important. The color, weight, and size make it an important element on the page. Rather than providing lots of copy to read through, we created icons to go along with the accreditation/ranking logos.

Footer

Footer links and copyright information.



MARYVILLE
UNIVERSITY

Resources

Pearson utilizes a combination of primary and secondary resources in discovery. We also leverage our in-house aggregate data and proprietary information. Below is a sampling of our sources.

- o <http://www.bls.gov>
- o <http://www.payscale.com>
- o *U.S. News & World Report*
- o U.S. Census Bureau
- o Robert Half, 2016 Salary Guide
- o <http://www.acbsp.org/>



BETA V1 | 9.13.16