Program Questionnaire  
Thompson Rivers University

This questionnaire helps us develop a competitive web page, sell sheet and other marketing materials for your program. Answer each question in a casual voice, as if speaking to a prospective student or parent. Bullet points are fine.

**Program Name:**   
**Delivery Options:**    
**Program Length:**   
**Credential Type:**   
**Is this program open to International Students?**    
 **What is the Program Description? (**100-125 words)

**Are there similar or related programs offered by TRU? Is there an equivalent or similar Open Learning program?**

**What type of person is the ideal student for this program? (**Up to 50 words)

**Who is your typical target demographic for this program? Age, location, etc.**

**Is this program accredited by any external bodies?**

**Are there any industry certifications that this program prepares students for?**

**Are there any unique awards or bursaries available to students in this program?**

**What opportunities are there for students to make industry, community or business connections?**

**What are the course highlights: the courses that students love?** A**re there any evocative words that can help sell the program? For example:  names of tools, terms that are specific to the trade the program is based on, locations of field schools… etc.** (Up to 100 words.)

**In one sentence (140 characters or up to 16 words), what does this program prepare students to do?**

**What career options do students have after graduating from this program? (**Up to 75 words)

**In what ways is this program meeting the needs of industry or business?** (Up to 75 words)

**What laddering or transfer options are there?**

**What is the focus of each year in the program?**

First Year:

Second Year:

Third Year:

Fourth Year:

**Are there similar or competing programs at other universities?** Please list others you know of**.**

**Why is this program better than similar programs offered by other institutions?** (Up to 50 words)

**How would you sell this program to a student in a tweet? (140 characters)**

**What other learning options are available to students in this program? (field schools, co-op, etc.)**

**What is it like to be in this program? What do the students experience? What are the unique experiences, projects, or characteristics of this program?** Up to 100 words

**What are the learning outcomes for this program?**

**What are the program course requirements? If these are already posted online, please include the URL.**

**What are the admission requirements for this program? If already on the web, please include the URL.**

**What are the graduation requirements? If these are already posted online, please include the URL.**

**Who should prospective students contact for more information about the program?**   
Please provide contact information for the program advisor or other individual(s) prospective students can contact.