

EXERCISES FOR WEB EDITOR --- Mike DeVine
Wisconsin School of Business

Exercise #1

A. Identify three changes you would recommend to make this page more effective, and explain why. (Please feel free to comment on any aspect of the page.)

1. Eliminate subtext below the information of each Student Spotlight profile and leave 'Read more' links at the bottom of each Student Spotlight section.
 - a. Why?
 - Increase ease of navigation for user with less text. The headline, MBA Graduation Year and Current Job information will entice prospective students to click the 'Read more' link at the bottom of the section to read the complete profile.
2. Build consistency by ensuring that the font, text boxes and photo boxes for all 16 Student Spotlights have identical dimensions and are structured in five rows of three columns with a single profile in the middle column of the sixth row.
 - a. Why?
 - Improve user experience by improving the symmetry and aesthetics of the page to increase ease of navigation for the user.
3. Italicize the paragraph of copy written in third person at the top of each full profile page and add a brief one-sentence paragraph below that which reads "The story of [insert name's] experience with the Wisconsin School of Business Evening MBA program is below ...".
 - a. Why?
 - A distinction should be made between the "voice" copy written in third person at the top of the page and the first-person narratives at the bottom.

B. Pick any two spotlights on this page and rewrite the headlines.

1. Kim Bruksch
 - a. Evolve Personally to Spur Community Change
2. Sam Harvey
 - a. Ignite Your Entrepreneurial Drive with Powerful Business Acumen

C. For each of these two spotlights, recommend a pull quote to be highlighted in the full profile. (Some profiles have pull quotes already, while others do not. You may edit or replace an existing pull quote, keep the pull quote as is, or write a new one if no pull quote is provided.)

1. Kim Bruksch
 - a. "I have new skills and a refined outlook on management principles to do the kind of work that energizes me and make a real difference in people's lives."
2. Sam Harvey
 - a. "In my third year in the program, I started a company with a classmate. Without the Wisconsin Evening MBA Program, we never would have met. Now, we are establishing an LLC together and applying lessons from our classes to launch it."

Exercise #2

A. Write copy for a landing page directed to corporate employers/recruiters that focuses on the Wisconsin Full-Time MBA Program and moves them to action.

1. Solve the Issues of Tomorrow with the Talent of Today

- A commitment to holistic education is the driving force behind the entire University of Wisconsin-Madison Full-Time MBA Program.
- Our students are molded into well-rounded merchants who will make a marked impact and develop solutions for issues in all aspects of a global economy.

Add Versatile and Accomplished Members to Your Team

- A student's first year in the program involves establishing a base for academics and hands-on learning experiences.
- The General Management Core, a curriculum centered around business fundamentals, guides the classroom coursework.
- As soon as they are enrolled in the program, the career specialization selected by each student leads to opportunities for observed learning and summer internships.

Students in the cohesive and collaborative learning community of the Wisconsin Full-Time MBA Program are ...

Leaders

- After going through the Leadership Catalyst Program, students have the tools to develop creative ways to solve problems, influence their colleagues and manage critical situations under pressure all while thinking beyond their own personal gain for broader organizational goals.

Focused

- Each student is prepared to succeed in their career of choice in one of 10 career specializations.
- An individualized professional development program is tailored for each student even before starting classes.

Worldly

- Students find out for themselves how international business with multinational corporations is managed by meeting with company leaders and touring the country.
- Classmates across the 10 different career specializations work together on global learning projects based on global experiences to construct deliverables that will be presented as recommendations during on-site visits.
- Destination countries are selected because of their likelihood to impact the global economy of the future.

Ready for Anything.

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The Bottom Line

- The University of Wisconsin-Madison School of Business was ranked 10th in the 2017 *U.S. News & World Report*.

B. If you would recommend any sub-pages to support the landing page, please list them. (There is no need to write copy for the sub-pages.)

1. List and description of alumni and professional accomplishments
2. List of experiential experiences and summer internships
3. List of rankings and how this will help companies
4. List of upcoming recruiting and networking events
5. Wisconsin School of Business students are ...
 - A. Leaders
 - B. Focused
 - C. Worldly
 - D. Ready for Anything.