

This was written as web page content, but it could also be adapted as a 10-part series of social media posts.
Written for University of Houston Downtown.

Key Reasons Students are Deciding to Attend the Marilyn Davies College of Business at UHD

Reason No. 10

Our College of Business is among the less than 5% of the world's 13,000 business programs accredited by the Association to Advance Collegiate Schools of Business (AACSB), the premier professional accrediting body for business school programs. AACSB accreditation represents the highest standard of achievement for business schools worldwide. AACSB-accredited schools produce graduates that are highly skilled and more desirable to employers than those from non-accredited schools.

Reason No. 9

The MBA graduate certificate concentrations offer corporate-defined courses. It's revolutionary, it's new and no one else is doing it! We've built our curriculum based on feedback received through close, reciprocal relationships with local business leaders. This approach affords our graduates an unparalleled competitive edge in the job market.

Reason No. 8

We constantly update our undergraduate programs using a corporate-driven approach. We provide students with the skills and knowledge in highest demand through curriculum plans developed in partnership with industry leaders. This approach ensures that our graduates can successfully compete in the marketplace and excel as employees, managers and entrepreneurs.

Reason No. 7

A state-of-the-art College of Business Career Development Center. Our newly created Career Development Center will provide students with professional advice on career opportunities, training to develop communication and interview-related skills, and assistance with internships and job placement.

Reason No. 6

In recent years, first-year UHD College of Business graduates have earned over \$11,000 higher salaries than the statewide average according to Higher Education Pays: The Initial Earnings of Graduates from Texas Public Colleges and Universities.

Reason No. 5

Graduate Certificates allow students to transition into our MBA program. The MBA Graduate Certificate Program enables the graduate student to transfer those credits earned into the UHD MBA program.

Reason No. 4

Flexible learning options to accommodate your schedule. We offer online, hybrid (online with some classroom attendance required), and weekend courses. We also offer the undergraduate degrees in Accounting, Enterprise Information Systems, Finance, General Business, Management and Marketing at the UHD Northwest (Lone Star College University Park) campus and the undergraduate degree in General Business at the UHD Atascocita (Lone Star College Atascocita) campus. Students can take a combination of day or evening face-to-face, hybrid and online classes at the different locations.

Reason No. 3

Our facility offers resources and advantages to improve students' learning experience. We are situated in a 150,000-square foot building that opened in 2007 at a cost of \$35 million. The facility contains a "technology commons" with full electronic support for students, including laptop computer checkout and ample gathering space for students to casually network or work together on team projects. A 600-space parking garage is attached, so downtown parking is not a problem.

Reason No. 2

We have strong connections with top Houston employers. According to the Greater Houston Partnership, 600,000 new jobs are projected to be added to the Houston economy over the next 10 years.

And the No. 1 reason we believe you'll want to get your business degree at UHD:

We prepare and position students for lucrative and rewarding careers.