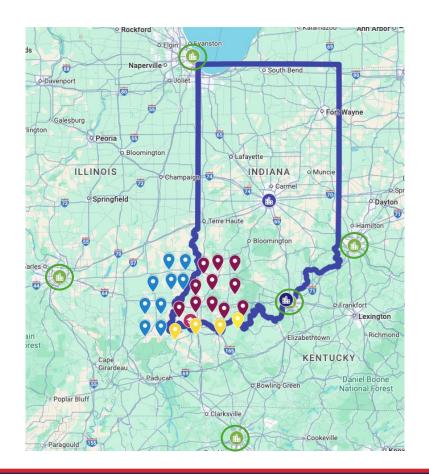
MARKETING CAMPAIGN UPDATE

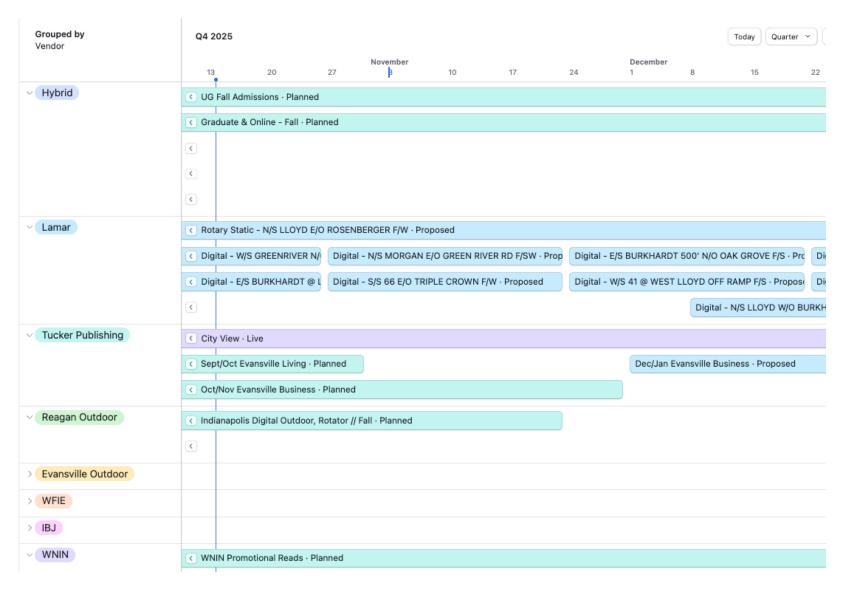
& Web Integration





Placement Strategy











Family/Youth Audience

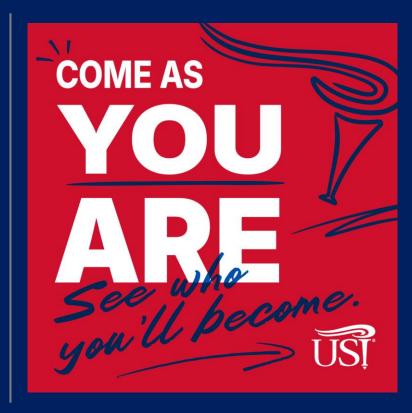
Program Specific Audience

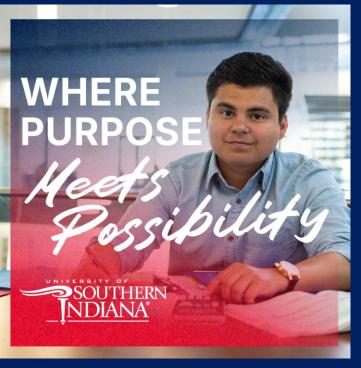












Adult Learners



Undergraduate



Parents



Transfer Students









Slate Campaign Headers





Fall Issue of Illume

> Evansville Airport Column Wraps





Commercial Production

USI Commercial :30 "Progress Happens Here"



SCENE 4

VO: It dares you to catch fire.

ACTION: College students lean forward, anticipation on their faces. A PROFESSOR stands by an eight-foot tower of hydrogen

bubbles. She light it on fire.



SCENE 4

VO:

ACTION: Top-down — the fiery blast surges toward the lens, engulfing the frame.



SCENE 4

vo

ACTION: Flame reflecting in her eye. Light form the fire illuminates students face.



PG. 2

SCENE 5

VO:

ACTION: NURSING STUDENTS work a SIM MANNEQUIN with calm precision.



SCENE 6

VO: At USI, change isn't just a constant; it's our calling.

ACTION: TIME-LAPSE symbolizes the



SCENE 7

VO: Over sixty years of pushing forward...

ACTION: RUNNERS in weight vests and

headlamps thread the dark, cones of light



SCENE &

VO: Turning the unsure into the

ACTION: Our continuing education



SCENE 9

VO: Every scream...

ACTION: TOP-DOWN CRANE: the LONE

SOCCER PLAYER under raining SPRINKLER

 Four versions, one overarching with cut downs to focus on academics, athletics, student life

- (1-:30, 3-:15s)
- Editing now
- Debut next month





Thematic applications

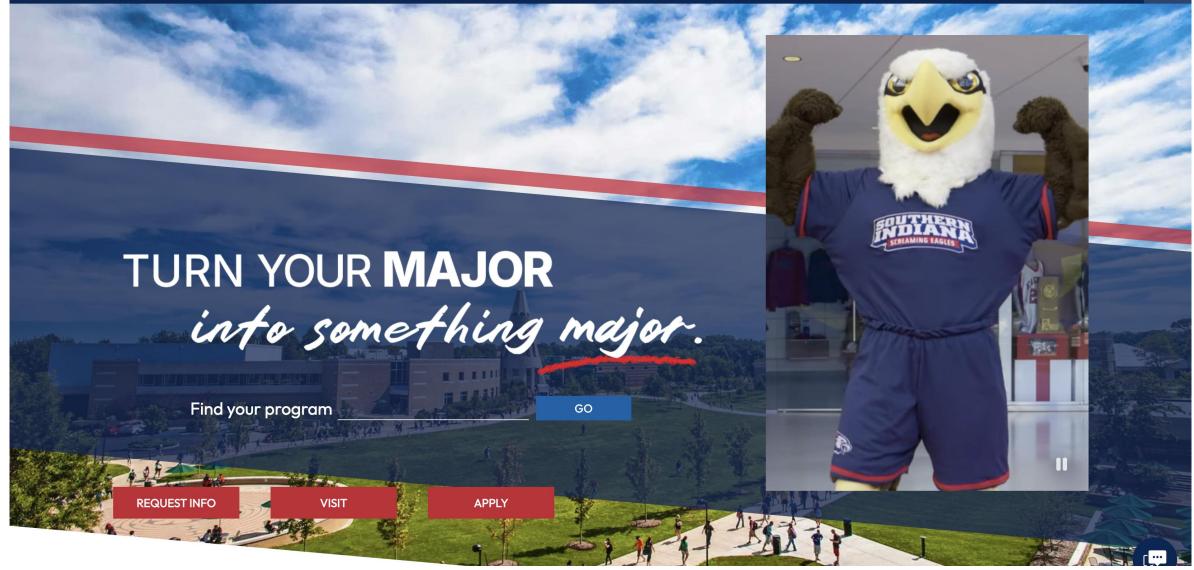
- Inauguration Theme
 - Built on Purpose
- Google Search
 - Landing Pages
- WNIN
 - Adult Learner, Online Campaign
- YouTube and Organic Video Strategy













Computer Science

As a computer science major, you will build a strong foundation in programming logic, software development and algorithm design, sharpening your critical thinking and problem-solving skills. This core knowledge prepares you to specialize in sought-after fields such as cybersecurity, data analytics and artificial intelligence.



Maximize your potential for success in the rapidly growing field of computer science

Computer science puts you at the forefront of exciting, in-demand, and highly paid careers in computing technology. As a computer science major at USI, you will develop creative skills in critical thinking and analytical problem solving while learning fundamentals of computer and programming logic, security, data sciences, software development and algorithm design before specializing in greatly sought-after fields such as cybersecurity, data analytics, software engineering, artificial intelligence, web development, networking and database management. The USI computer science curriculum also makes it easy to include elective courses in entrepreneurship, cybersecurity, data analytics, computer information systems (CIS), graphic arts, mathematics and electrical engineering.

What differentiates the USI computer science program from other universities?

Our computer science program is uniquely housed in a business school. Students not only dive deep into computer fundamentals, but they can take elective business-related courses such as entrepreneurship, management, agribusiness and drones—enhancing their marketability in an ever-changing job market. Students gain additional education from participating in case competitions and joining computer clubs. The CyberSecurity Operations Center (SOC) is a hands-on learning lab where students monitor and intervene in cybersecurity threats to the University. The program culminates in a capstone Senior Project course that solves an actual computer-related challenge for a business or organization, at the local, national, or international level. Projects have included developing self-flying drones, databases, e-business solutions, artificial intelligence, and interactive maps.

The computer science program has 12 hours of directed electives which count toward a CyberSecurity Certificate, a Data Analytics for Business Certificate, or other areas of student interest.

The computer science program at USI currently has more than 200 declared majors, four full-time faculty members and an average class size of 23. Computer science students are eligible for scholarships, take 48 hours of computer science, electrical engineering and CIS courses, and have 12 hours of electives.

Ready to get started?

To find out how USI's computer science program can prepare you for career success and graduate school opportunities, contact USI Admissions at 800-467-1965.



