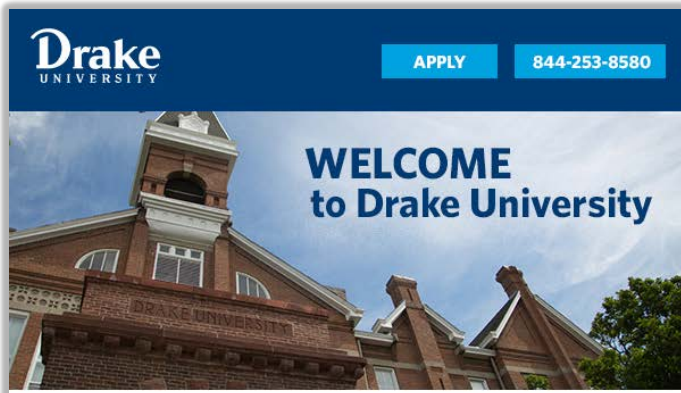




Lead Nurturing Emails

Welcome



Drake
UNIVERSITY

APPLY 844-253-8580

WELCOME
to Drake University

Hello Brooke,

Thank you for requesting information about Drake University's online programs.

One of our dedicated enrollment specialists will be contacting you soon to provide information and answer your questions. If you would like to speak with us sooner, please call us toll-free at [844.253.8580](tel:844.253.8580). You can also [click here](#) to start your free online application.

Our program's fully online format and six-week terms give you the flexibility to enroll in courses that fit your busy schedule, allowing you to complete your degree while maintaining your career. We look forward to speaking with you about your goals.

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

Your information request

Email Body:

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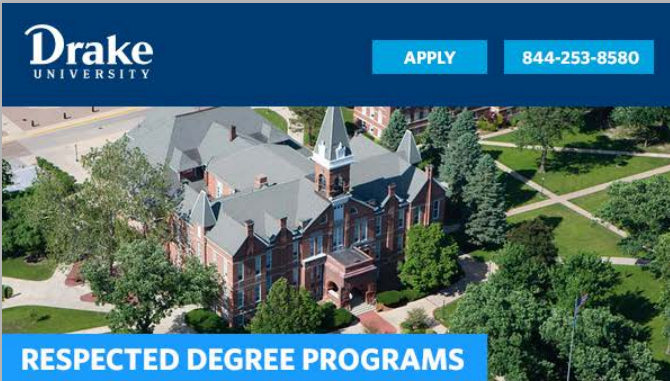
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Quality



Drake
UNIVERSITY

APPLY 844-253-8580

RESPECTED DEGREE PROGRAMS

Hello Brooke,

Drake University is committed to bringing its prestigious educational offerings online. Our 100% online degree programs provide the same exceptional learning, life-defining opportunities, and experienced faculty as our on-campus programs. As a Drake University online student, you will be part of a respected university with impressive achievements and accolades, including:

- **College that pays you back:** The Princeton Review included Drake in its 2017 listing of Colleges That Pay You Back, based on academics, cost, financial aid, graduation rates, and alumni salaries.
- **Third in the Midwest for overall quality:** U.S. News & World Report has ranked Drake third for overall quality among universities in the Midwest for eight years running.
- **Distinguished Faculty:** 92 percent of Drake faculty hold the highest degrees in their respected fields. Faculty are experts in their professions and help connect students to possibilities while in school and after graduation.
- **Outstanding ROI:** The Economist ranked Drake University 17th nationally for return on investment for alumni earnings that are above expectation.

Ready to join a respected network of more than 75,000 Drake alumni and forward-thinkers around the globe? Call us at [844.253.8580](tel:844.253.8580) or start your application online [here](#).

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

A respected degree from a prestigious university

Email Body:

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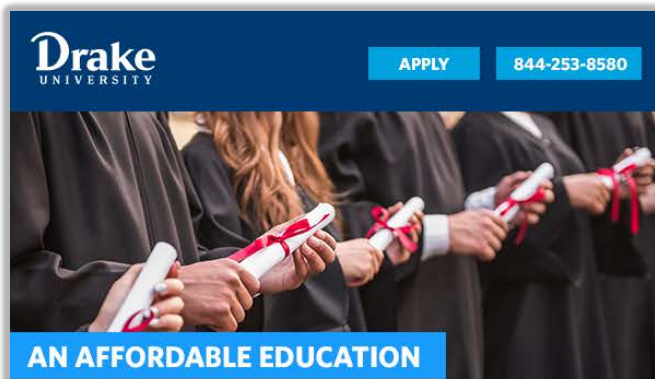
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Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Affordability



Drake
UNIVERSITY

APPLY 844-253-8580

AN AFFORDABLE EDUCATION

Hello Brooke,

At Drake University, we understand that education is a valuable investment. To make it easier for you to invest in your future, we are committed to offering a competitively priced online tuition rate and numerous financial resources.

Ranked as one of the "best values in private universities" by Kiplinger's Personal Finance, Drake students benefit from a range of financial aid options, low debt at graduation, and high post-graduation salaries. As an online student, you can take advantage of:

- **Federal Stafford Loans:** Online graduate students may qualify for subsidized and/or unsubsidized loans, which allow eligible students to borrow money to help cover tuition, living expenses, books, and other costs.
- **Federal Graduate Plus Loan:** To help with educational expenses not met by other types of aid, graduate students are eligible for a low-interest, credit-based federal loan to help with educational costs.
- **Employer Tuition Reimbursement:** If a student's employer reimburses for all or part of tuition costs after the end of each semester, they may be eligible for a short-term loan from Drake to cover costs prior to the employer reimbursement.
- **Veteran Benefits:** Veteran education benefits can be used for any of our online programs. Eligible students may qualify for the Yellow Ribbon Program, Post 9/11 G.I. Bill, Montgomery GI Bill, Vocational Rehabilitation, Dependents Educational Assistance, and the REAP Reserve Educational Assistance Program.

If you have any additional questions about financing your education, call one of our enrollment specialists at [844.253.8580](tel:844.253.8580) or start your application online [here](#).

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

Invest in your future

Email Body:

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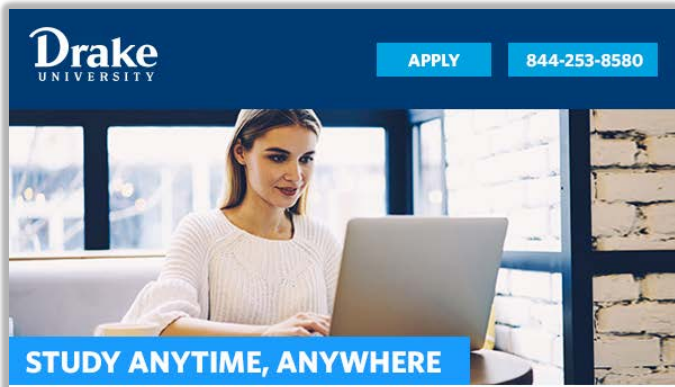
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Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Flexibility



Drake
UNIVERSITY

APPLY 844-253-8580

STUDY ANYTIME, ANYWHERE

Hello Brooke,

To make higher education accessible for working professionals and those who prefer the flexibility of online learning, Drake University has created fully online degree programs designed to help you get ahead in today's competitive job market.

Offered entirely online, classes can be scheduled around family commitments, work obligations and busy lifestyles. With multiple start dates throughout the year and no mandatory login times, you can complete your degree on a schedule that works best for your unique needs and finish programs at your own pace.

Let us help you achieve the future you've always wanted. Call us at [844.253.8580](tel:844.253.8580) or start your application online [here](#).

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

A degree that fits your needs

Email Body:

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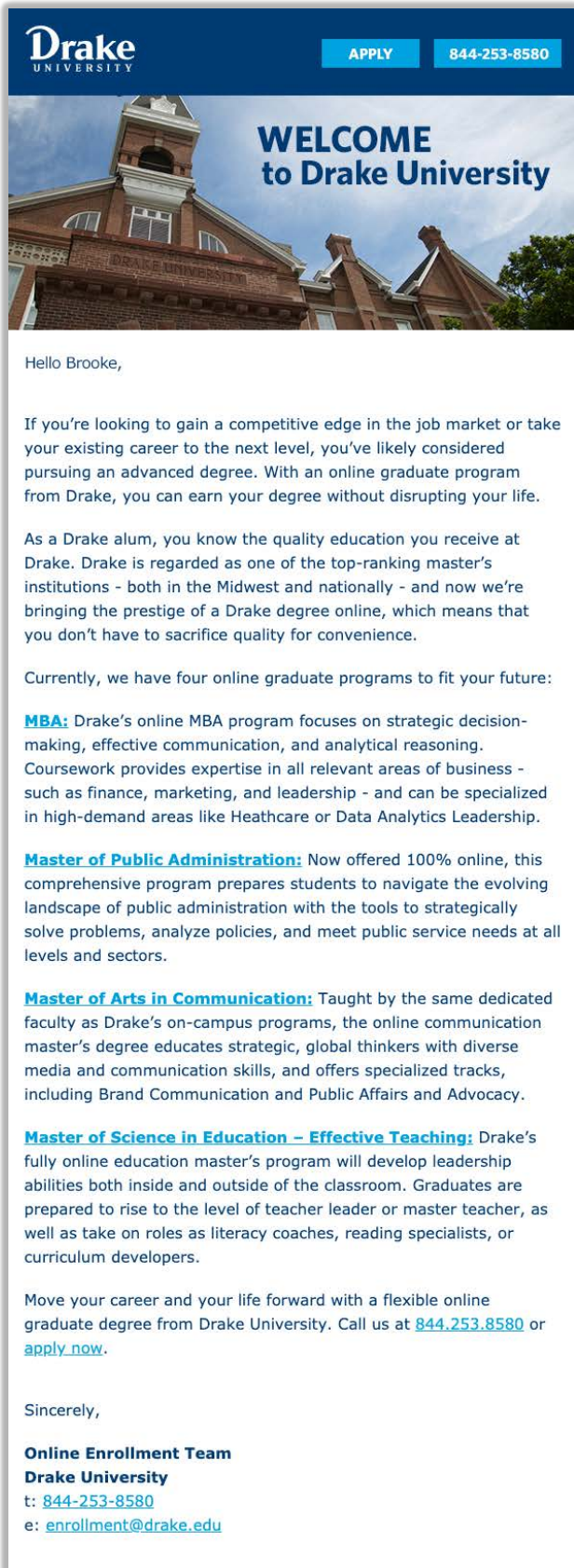
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Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Welcome for Drake Alumni



The image shows a screenshot of an email. The header features the Drake University logo on the left, a blue 'APPLY' button, and the phone number '844-253-8580' on the right. Below the header is a photograph of a brick building with the text 'WELCOME to Drake University' overlaid. The email body contains a personalized greeting, a paragraph about the benefits of an advanced degree, a paragraph about Drake's quality education, a list of four online graduate programs, and a closing with contact information for the Online Enrollment Team.

Drake
UNIVERSITY

APPLY 844-253-8580

WELCOME
to Drake University

Hello Brooke,

If you're looking to gain a competitive edge in the job market or take your existing career to the next level, you've likely considered pursuing an advanced degree. With an online graduate program from Drake, you can earn your degree without disrupting your life.

As a Drake alum, you know the quality education you receive at Drake. Drake is regarded as one of the top-ranking master's institutions - both in the Midwest and nationally - and now we're bringing the prestige of a Drake degree online, which means that you don't have to sacrifice quality for convenience.

Currently, we have four online graduate programs to fit your future:

MBA: Drake's online MBA program focuses on strategic decision-making, effective communication, and analytical reasoning. Coursework provides expertise in all relevant areas of business - such as finance, marketing, and leadership - and can be specialized in high-demand areas like Healthcare or Data Analytics Leadership.

Master of Public Administration: Now offered 100% online, this comprehensive program prepares students to navigate the evolving landscape of public administration with the tools to strategically solve problems, analyze policies, and meet public service needs at all levels and sectors.

Master of Arts in Communication: Taught by the same dedicated faculty as Drake's on-campus programs, the online communication master's degree educates strategic, global thinkers with diverse media and communication skills, and offers specialized tracks, including Brand Communication and Public Affairs and Advocacy.

Master of Science in Education – Effective Teaching: Drake's fully online education master's program will develop leadership abilities both inside and outside of the classroom. Graduates are prepared to rise to the level of teacher leader or master teacher, as well as take on roles as literacy coaches, reading specialists, or curriculum developers.

Move your career and your life forward with a flexible online graduate degree from Drake University. Call us at [844.253.8580](tel:844.253.8580) or [apply now](#).

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

Earn a prestigious advanced degree – online!

Email Body:

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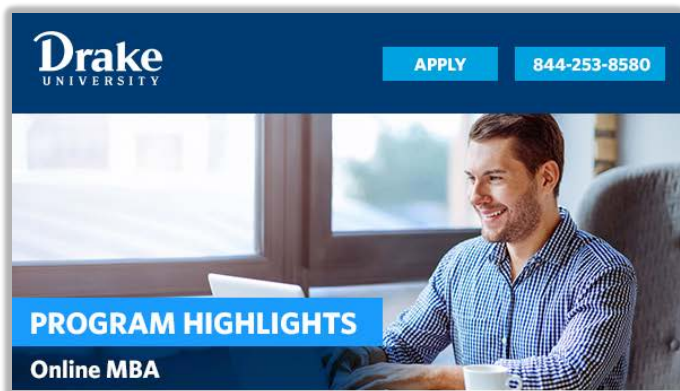
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Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Master of Business Administration



Drake
UNIVERSITY

APPLY 844-253-8580

PROGRAM HIGHLIGHTS

Online MBA

Hello Brooke,

If you're looking to gain a competitive edge in the job market or take your existing career to the next level, you've likely considered pursuing an MBA. With an online [MBA](#) program, you can earn your degree without disrupting your life, and with Drake University's online MBA program, you don't have to sacrifice quality for convenience. Drake is regarded as one of the top-ranking master's institutions - both in the Midwest and nationally - and now they're bringing the prestige of a Drake degree online.

Drake's online MBA program focuses on strategic decision-making, effective communication, and analytical reasoning. The coursework is designed to provide skills in all relevant areas of business - such as finance, marketing, and leadership - but it is also customizable based on your interests and career goals.

Foundational courses include:

- Financial Reporting and Analysis
- Creating Customer Value Through Marketing
- Project Management
- Information Technology and Business

Move your career and your life forward with a flexible online MBA from Drake University. Call us at [844.253.8580](tel:844.253.8580) or [apply now](#).

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

Earn a prestigious MBA - online!

Email Body:

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Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Master of Business Administration



BECOME A BUSINESS LEADER

Online MBA

Hello Brooke,

Today's businesses expect a lot from their leaders. They need to be innovative and forward-thinking, while still having a strong foundation in finance, accounting, and human resource management. They need to be able to see the bigger picture, as well as dig into the details.

Drake's online **MBA** program is designed to prepare well-rounded executives and entrepreneurs of tomorrow who can leverage analytics to make strategic decisions, communicate effectively, and solve problems creatively.

With this training and a Drake degree in-hand, graduates start on a path that can lead to exponential salary increases and life-changing promotions.

Potential high-demand careers available to Drake MBA graduates include:

- Financial Manager
- Operations Director
- IT Project Manager
- Marketing Director
- Business Development Manager

Unlock your potential and accelerate your career with an online MBA from Drake University. Call us at [844.253.8580](tel:844.253.8580) or [apply now](#).

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

An online MBA that will move your career forward

Email Body:

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e: enrollment@drake.edu

Master of Arts in Communication



Drake
UNIVERSITY

APPLY 844-253-8580

PROGRAM HIGHLIGHTS
Master of Arts in Communication

Hello Brooke,

If you want to acquire industry knowledge and advance your career in the fast-paced media and communications field, Drake University's **Master of Arts in Communication** can help you gain the skills you need to thrive in today's evolving media environment.

Taught by Drake's distinguished faculty, you will acquire the tools needed to stay ahead of the competition and gain industry insight through real-world experience and practical training.

The fully online program features rolling admission and six-week terms. You can enroll in courses that align with your job demands and busy schedule at six points during the academic year, and you also have the option to finish the program at an accelerated pace in just 12 months.

Upon graduation, you will be able to:

- **Analyze the implications of ethical communication in a global society.**
- **Develop the ability to communicate and create message strategies that serve diverse and multicultural constituencies.**
- **Demonstrate critical thinking skills through analysis and evaluation of message strategies to diverse audiences.**

Are you ready to advance your education and career? Call us today at [844.253.8580](tel:844.253.8580) or visit [here](#) to start your free application.

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

Gain expertise in the communications field

Email Body:

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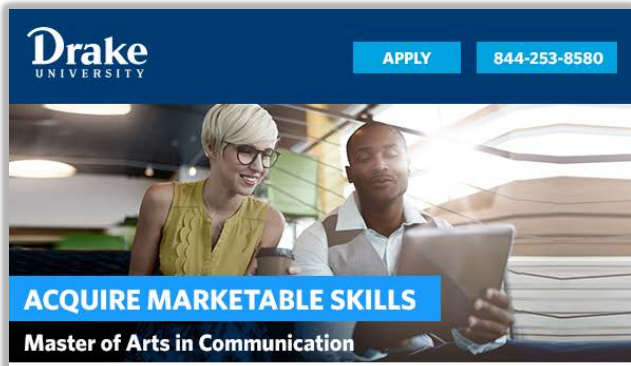
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Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Master of Arts in Communication



Hello Brooke,

If you are looking to develop your communications career and deepen your industry knowledge, Drake University now offers a 100% online Master of Arts in Communication degree that will help you advance as a leader in your chosen field.

Designed for working professionals, our online program allows you to tailor your academic plan to fit your personal and professional needs. Program customization allows you to focus your skills in the areas you need to reach your career goals, such as digital strategies, advanced writing, visual communication, and research.

Drake University [Master of Communication](#) alumni have reported increases in salary, job promotions, and stronger achievement in their fields. For those looking to reach that next professional level even faster, you can complete the degree at an accelerated pace in just 12 months!

Offering the same academic rigor as the on-campus equivalent, the fully online, 33-credit hour program features three specialized tracks including:

- **Communication Leadership**
- **Brand Communication**
- **Public Policy & Advocacy**

Whether you want to take your career to the next level by polishing your leadership skills or increasing your professional portfolio, Drake University can help. Call us today at [844.253.8580](tel:844.253.8580) or visit [here](#) to start your free application.

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Subject Line:

Advance your career in communications

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e: enrollment@drake.edu

Master of Arts in Communication (Interview)

Drake
UNIVERSITY

APPLY 844-253-8580

Q&A with Associate Professor Dr. Kelly Bruhn

Hello Brooke,

As you explore Drake University's 100% online [Master of Arts in Communication](#) program, we would like to introduce you to Associate Professor Dr. Kelly Bruhn, who recently shared details about this innovative degree with [mastersincommunications.com](#). Read on to learn more.

Q: What makes Drake University's online Master of Arts in Communication program unique and a particularly strong graduate degree option for students?

A: *We are highly student-focused, which allows students to get a customized education in the area of communication that can best empower them to meet their goals. Within each class, we encourage and support students to work smarter by combining graduate coursework with professional obligations so that they work together rather than detract from one another.*

Q: Could you elaborate on how Drake uses communication technologies in the online program to facilitate student engagement with faculty and peers?

A: *At Drake, we don't have teaching assistants or graduate assistants. The faculty teach our courses, and we build strong relationships through that work. Classes are generally capped at 20 people so that students can really get to know their classmates and instructor through online discussion boards and group learning activities.*

Q: What advice do you have for new students seeking to successfully navigate their grad school experience and make the most of the opportunities presented to them?

A: *Effective time management and planning are everything, especially in graduate school. My first piece of advice to students is to kind of sit back and think about your schedule, your professional and personal obligations, and what might need to shift a little bit in order to make time to truly invest in the graduate program. Graduate school can be life changing, but you have to put in the effort to reap the rewards.*

Learn more about Drake University's 100% online [Master of Arts in Communication](#) or click [here](#) to start your free application.

To read the full interview, click [here](#).

Sincerely,

Online Enrollment Team
Drake University
t: [844-253-8580](tel:844-253-8580)
e: enrollment@drake.edu

Subject Line:

3 Things to Know About Drake's Online MA in Communication.

Email Body:

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To read the full interview, click [here](#).

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