

Jacksonville University

PRIVATE HIGHER LEARNING INSTITUTE

In the summer of 2007, Jacksonville University sought to dramatically increase enrollment in its adult degree programs (ADP) and various master's degree programs. To solve this challenge, AXIA implemented an integrated campaign that included television, radio, print, direct marketing and earned media coverage, as well as a strong online program. The result was a 50 percent increase in new MBA enrollment and a similar increase in ADP and other programs. Further, the campaign significantly increased awareness of JU in its critical home market. Work is already underway to continue this successful campaign into the next year and beyond.

"AXIA did a tremendous job building our brand and driving inquiries. We couldn't be more thrilled with the outcome."

Miriam King
Executive Vice President for
Enrollment Management



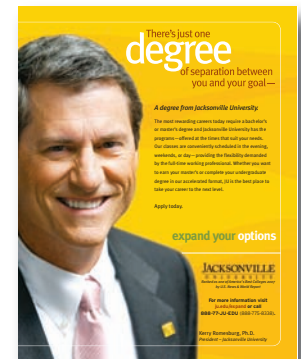
Television



Out of home



Web



Print