

## The Drucker School Brand

### **Brand Attributes**

Accepting, cultivating vision, inquisitive, unique, multi-dimensional, eclectic, creative, non-traditional, influential, prestigious, encouraging, people first, supportive, diverse, hi-touch, ethical, innovative, flexible, wholistic, special, entrepreneurial, collaborative, safe, nurturing, individualized, research-oriented.

### **Brand Personality**

The brand personality of the Drucker School is that of an encouraging yet challenging leader who cultivates individuality and innovation in students. The Drucker School provides an enriching environment that is highly conducive to both individual personal growth and growth in business leadership. The School produces a higher quality graduate who brings the values and skills of integrity, strategy, leadership and ethics into the global community.

## The Drucker School Themes

We're cultivators, we believe in your uniqueness and individuality.

You're not a cookie-cutter person. We're not a cookie-cutter school.

We'll help you make your uniqueness work for you in business, not against you.

A different kind of school for a different kind of student.

We appreciate square pegs.

We give you the skills you need to make a difference in the world.

Unusual people go to Drucker School. Just look at our Founder.

When you come to Drucker you won't get squished into a little box called MBA clone.

We cultivate eclectic visionaries, not yes-men.

Individuality + Skills + Innovation = Greatness

Your individuality counts here.

A great business leader must also be a great human being.

Great teams are made of great individuals.

A different school of thought for a different kind of business leader.



**Lucia**  
BA/MBA

**From:** La Verne  
**Age:** 21  
**Personal:** Single  
**Employer:** None  
**Goal:** Improve skills needed to find a good job.

**User Needs/Path:** Emily hears about Drucker School from friends. She goes to the website and first looks at the "About Claremont" area. She is interested in what student life will be like. Also she needs to know how much it will cost, how long it will take and what programs are offered. She is considering a dual degree so she needs information on how that works. Since she is unsure about the value of an MBA some cost/benefit info would be helpful. Once she feels comfortable with the info provided she will want to attend an info session and will need time, directions, etc.



**Tien**  
International, Company Sponsored Student

**From:** Japan  
**Age:** 28  
**Personal:** Married, 1 child  
**Employer:** Fujitsu  
**Goal:** Wants to acquire higher level management skills to help current employer and to further contribute to development of information technology society.

**User Needs/Path:** Tien hears about Drucker School from colleagues as well as his employer recommendation. Because he is already sold on the school, it is paid for by his employer and he won't be able to visit and attend an information session, he most needs program specific information and "how-to" basics, such as application info, accommodations, English proficiency classes and what it's like to live in Southern California.



**Rick**  
Traditional MBA

**From:** Boston  
**Age:** 27  
**Personal:** Single  
**Employer:** None, previously worked in banking industry  
**Education:** BA  
**Goal:** Wants to learn skills to change career. Has some entrepreneurial ideas he would like to investigate.

**User Needs/Path:** Rick hears about Drucker School after he reads "Management for the 21st Century" and was searching internet for grad schools. First reads school philosophy and how it connects to Drucker. Then investigates programs to see if they apply to him. He scans info about Claremont but already feels California would be a great place to live. He doesn't have the extra money to visit campus so all the info he needs he has to get online. He reviews the application requirements and applies online.



**Janis**  
Fully Employed MBA

**From:** Long Beach  
**Age:** 37  
**Personal:** Married, 2 children  
**Employer:** Verizon  
**Education:** BA  
**Goal:** She's in marketing and needs to improve her core competencies in accounting and strategic thinking so that she will be able to get promoted.

**User Needs/Path:** Janis hears about Drucker from a good friend who graduated. As a working mother she is most interested in a flexible, accommodating, supportive environment. She frequently visits Claremont so is already familiar with the area. She's a real people person so a hi-touch attitude appeals to her. She feels attracted to the marketing message on the web site. Since she is very busy she wants to know it won't be a waste of her time to come visit. After reviewing the application requirements she schedules an on-campus visit.



**Andria**  
EMP

**From:** Long Beach

**Age:** 42

**Personal:** Married, 2 children, husband takes care of kids

**Employer:** Entrepreneur

**Education:** BA

**Goal:** Andria started and runs her own company. She is expanding and wants to know how to get to the next level without sacrificing too much time with her family. She's a very practical, "can-do" person who doesn't have time to read very many books. She needs to know more about managing people and setting strategic goals.

**User Needs/Path:** Andria hears about Drucker from a client who went there. She is most interested in program flexibility, a supportive network of colleagues, class schedules, perks like meals and books ordered for you, cost and time needed to graduate. She looks first at the programs and requirements, spends a lot of time on the classes, then applies online. Big plus for her — easy, speedy website so she can find exactly what she's looking for quickly.



**Hameed**  
EMP

**From:** Originally from India, currently lives in West Covina

**Age:** 44

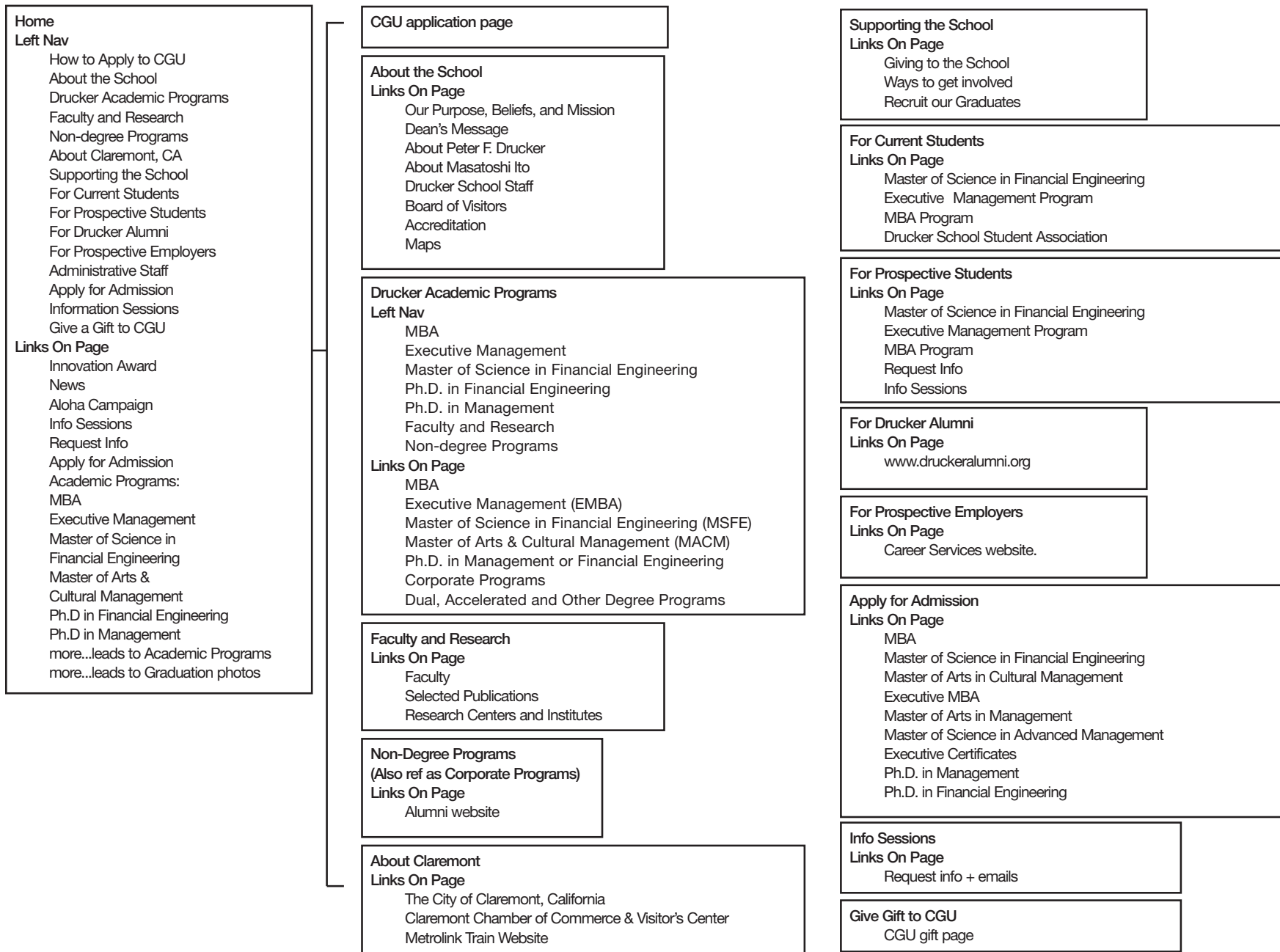
**Personal:** Married, 3 children

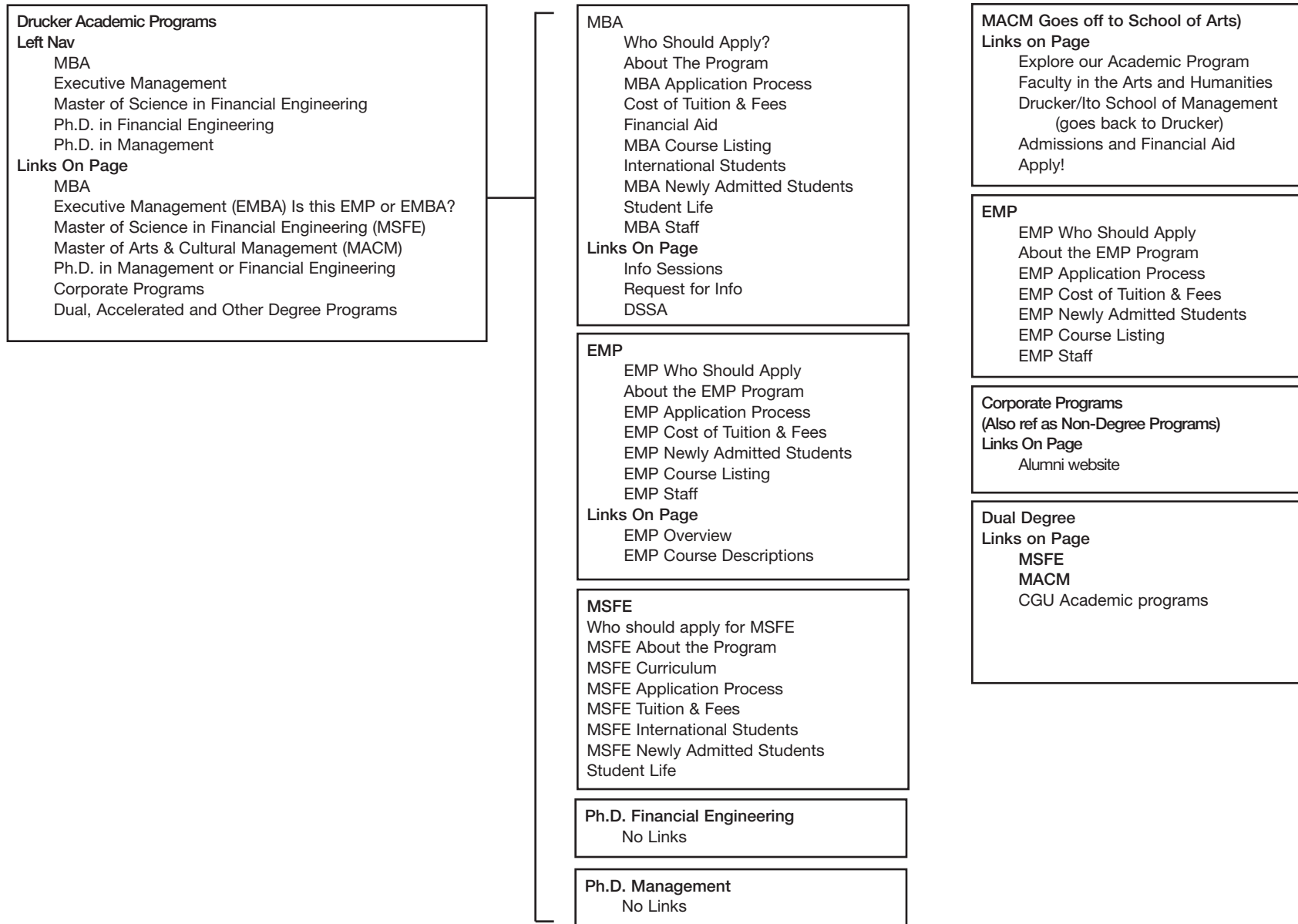
**Employer:** Director of nonprofit agency serving poor children in India

**Education:** BA, MBA

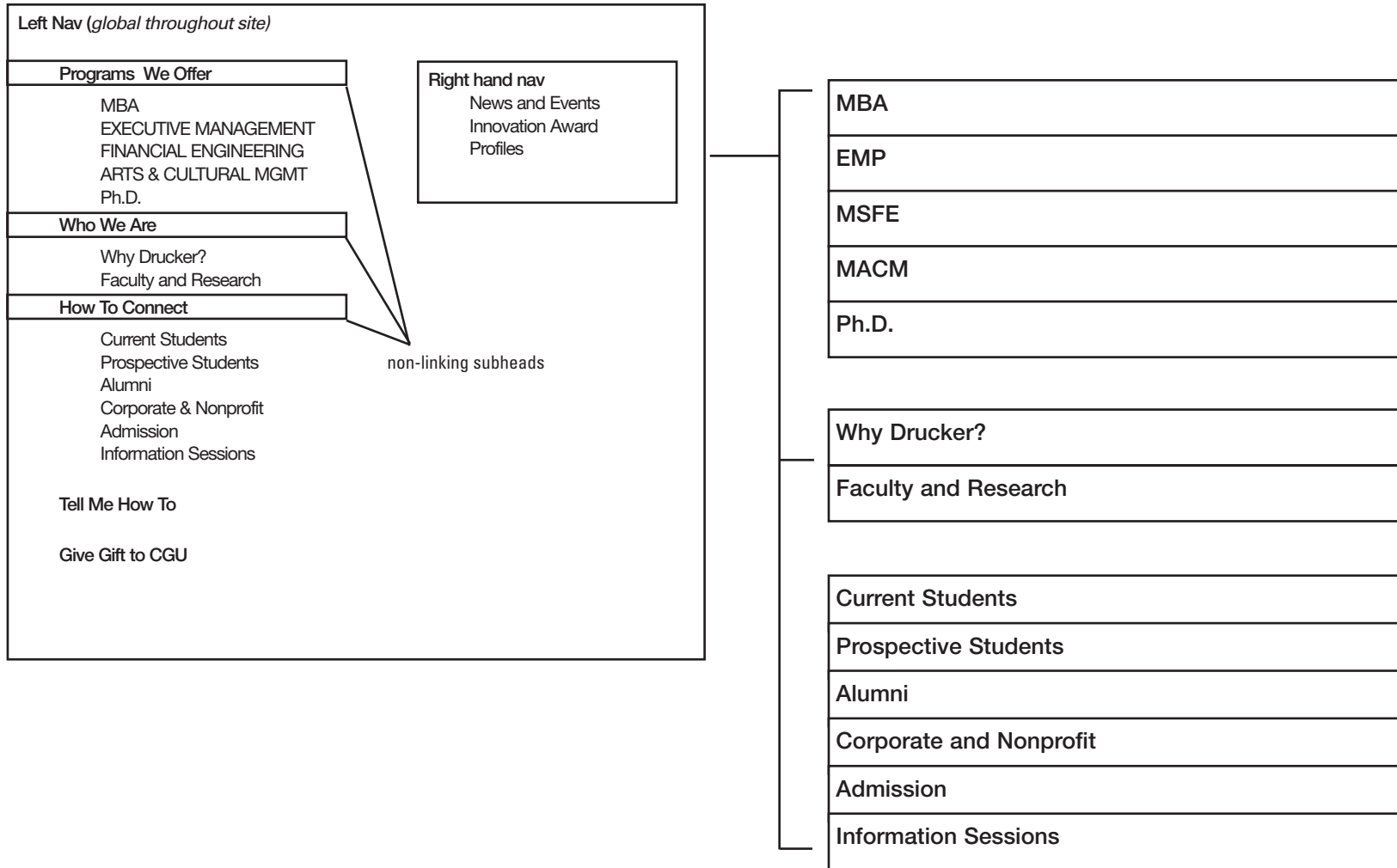
**Goal:** Wants to grow his agency, learn strategy and how to better manage a nonprofit.

**User Needs/Path:** Hameed knows about Drucker from reading and using the "Leader to Leader" organization website. He is interested in how to apply "for profit" concepts to a nonprofit agency. The most important things for him are: what are the different programs and requirements, cost, flexibility of the program, how can he fit it into his schedule, diversity of the student body, connections to other corporate and nonprofit leaders and networking opportunities.





Home page





Programs We Offer
<ul style="list-style-type: none"> <li>MBA</li> <li>EMP</li> <li>MACM</li> <li>MSFE</li> <li>Ph.D.</li> </ul>

MBA		
<ul style="list-style-type: none"> <li>Curriculum (349 top)</li> <li>MBA Admission (350)</li> <li>Drucker Opportunities (discuss CUC)</li> <li>Student Life (564)</li> <li>Useful Contacts (1246)</li> </ul>	<p><b>The Drucker MBA Program</b> Program overview from 274, and bottom of 349, rewritten.</p>	<ul style="list-style-type: none"> <li>Student Profiles</li> <li>Upcoming Info Sessions (1724)</li> <li>Request Info (3167)</li> </ul>

EMP		
<ul style="list-style-type: none"> <li>EMBA (1456)</li> <li>MAM (1464)</li> <li>MSAM (1465)</li> <li>Certificate Prog (363)</li> <li>Custom Corp Prog (304)</li> </ul>	<p><b>The Drucker EM Program</b> Program overview from 1247, rewritten.</p>	<ul style="list-style-type: none"> <li>Who We Are</li> <li>Who Should Apply (361)</li> <li>The Application Process (1460)</li> <li>Tuition and Fees (1469)</li> <li>New Students FAQ (538)</li> <li>EMP Curriculum</li> <li>Contact Us (868)</li> <li>Worried about your first class?</li> </ul>

MACM		
	<p><b>The MACM Program</b> Program overview from 447, rewritten with Drucker focus.</p>	<ul style="list-style-type: none"> <li>Explore our Academic Program</li> <li>Faculty in the Arts and Humanities</li> <li>Admissions and Financial Aid</li> <li>Application Process</li> </ul>

MSFE		
	<p><b>The MSFE Program</b> Program overview from 447, rewritten with Drucker focus.</p>	<ul style="list-style-type: none"> <li>Who should apply for MSFE?</li> <li>MSFE Application Process</li> <li>Tuition &amp; Fees</li> <li>Newly Admitted Students (1874)</li> <li>International Students (1327)</li> <li>MSFE Curriculum</li> <li>Ph.D. Program</li> </ul>

Ph.D.		
<ul style="list-style-type: none"> <li>Management</li> <li>Financial Eng</li> </ul>	<p><b>The Ph.D. Programs Overview</b></p>	<ul style="list-style-type: none"> <li>Requirements</li> <li>Admission</li> </ul>

MBA		
Curriculum (349 top) MBA Admission (350) Drucker Opportunities (discuss CUC) Student Life (564) Useful Contacts (1246)	<b>The Drucker MBA Program</b> Program overview from 274, and bottom of 349, rewritten.	Student Profiles Upcoming Info Sessions (1724) Request Info (3167)

Curriculum		
Curriculum Admission Drucker Opportunities Student Life Useful Contacts	<b>Curriculum</b> Top 349	Course Listings Sample Course Schedule Request Info

MBA Admission		
Curriculum Admission Drucker Opportunities Student Life Useful Contacts	<b>MBA Admission</b> Rewrite 350	Upcoming Info Sessions Application Process Tuition and Financial Aid Newly Admitted Students Apply Online

Drucker Opportunities		
Curriculum Admission Drucker Opportunities Student Life Useful Contacts	<b>Drucker Opportunities</b> New copy	Dual Degrees Int'l Programs iplace.claremont.edu

Student Life		
Curriculum Admission Drucker Opportunities Student Life Useful Contacts	<b>Student Life</b> 564	DSSA Int'l Students Drucker Student Resources

Useful Contacts		
Curriculum Admission Drucker Opportunities Student Life Useful Contacts	<b>Useful Contacts</b> 1246	Upcoming Info Sessions Request Info

EMP		
EMBA (1456) MAM (1464) MSAM (1465) Certificate Prog (363) Custom Corp Prog (304)	<b>The Drucker EM Program</b> Program overview from 1247, rewritten.	Who Should Apply (361) The Application Process (1460) Tuition and Fees (1469) New Students FAQ (538) EMP Curriculum Contact Us (868) Worried about your first class?

EMBA		
EMBA MAM MSAM Cert Prog Custom Corp Prog.	<b>EMBA Program Overview</b> 1456 w/ some rewriting	Who Apply App Process Tuition /Fees New Stud FAQ Curriculum Contact Us

MAM		
EMBA MAM MSAM Cert Prog Custom Corp Prog.	<b>MAM Program Overview</b> 1454	Who Apply App Process Tuition /Fees New Stud FAQ Curriculum Contact Us

MSAM		
EMBA MAM MSAM Cert Prog Custom Corp Prog.	<b>MSAM Program Overview</b> 1465	Who Apply App Process Tuition /Fees New Stud FAQ Curriculum Contact Us

Certificate Program		
EMBA MAM MSAM Cert Prog Custom Corp Prog.	<b>Cert Program Overview</b> 363	Who Apply App Process Tuition /Fees New Stud FAQ Curriculum Contact Us

Custom Corporate Program		
EMBA MAM MSAM Cert Prog Custom Corp Prog.	<b>Custom Corp Program Overview</b> 304	Who Apply App Process Tuition /Fees New Stud FAQ Curriculum Contact Us

MSFE		
MSFE Admission Curriculum (1657) Student Life (1377)	The MSFE Program Program overview from 447, rewritten	Newly Admitted Students (1874) International Students (1327) Ph.D. Financial Engineering (1886)

MSFE Admission		
MSFE Admission Curriculum Student Life	Curriculum Top 349	Who Should Apply (373) The Application Process (1378) Tuition & Fees (974) Internships Request Info

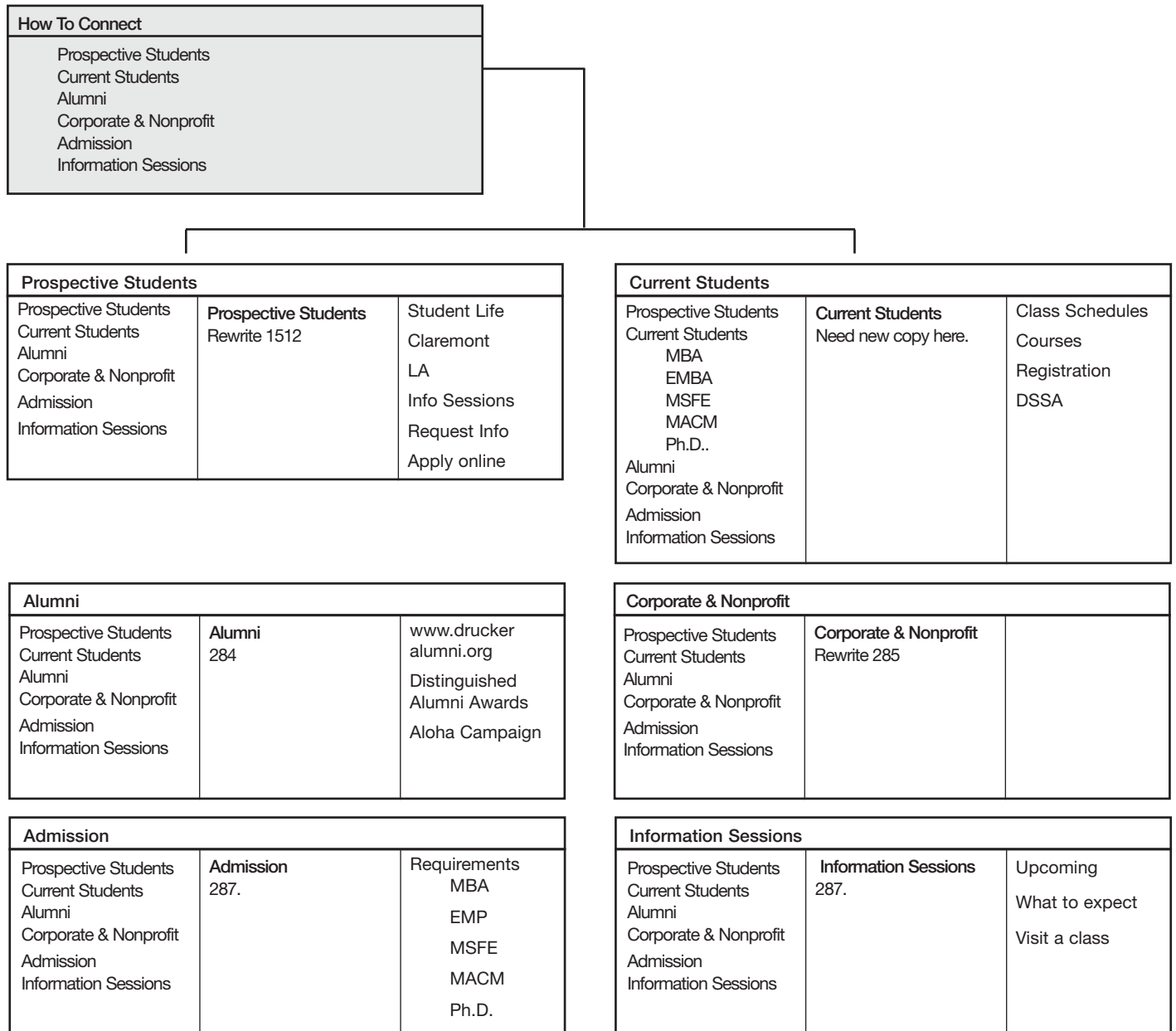
Student Life		
MSFE Admission Curriculum Student Life	Student Life 564	DSSA Entrepreneurship Club International Club Marketing Club


Curriculum		
MSFE Admission Curriculum Student Life	Curriculum Top 349	Course Listings Internships Request Info

<b>Who We Are</b>
Why Drucker? Faculty and Research

Why Drucker?		
Faculty and Research	<b>Why Drucker?</b> (rewrite/add 281). Maybe "Our Purpose, Beliefs, and Mission " should be here?	Dean's Message About Peter F. Drucker About Masatoshi Ito


Faculty and Research		
Why Drucker?	<b>Faculty and Research</b> Need new copy here.	Faculty Selected Publications Research Centers and Institutes





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# Peter F. Drucker and Masatoshi Ito Graduate School of Management



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Corporate & Nonprofit  
Admission  
Information Sessions  
Give a Gift to CGU


## A Different School of Thought

(or some headline)


New Copy Area



Area for links and graphics

- News & Events
- Innovation Award
- Student Profiles

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# Peter F. Drucker and Masatoshi Ito Graduate School of Management



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## The MBA program

Copy Area-program overview based on 274 and bottom of 349, rewritten.

Area for links and graphics



- Student Profiles
- Upcoming Info Sessions
- Request Info



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# The MBA Curriculum

Copy Area-program overview based on 274 and bottom of 349, rewritten.

Area for links and graphics

- Course Listings (1243)
- Sample Course Schedule (new pg)
- Request Information (3167)

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# MBA Admissions

Copy Area-350 rewritten

Area for links and graphics

- Upcoming Information Sessions
- Application Process (352 rewrite)
- Cost & Financial Aid (new based on 1389, 1241)
- Newly Admitted Students (1252)

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## Drucker Opportunities

Copy Area-new, talk about CUC

- Area for links and graphics
- Dual Degrees (new)
- International Programs (new, link to [iplace.claremont.edu](http://iplace.claremont.edu))

**PROGRAMS WE OFFER**


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## Student Life

Copy Area-program overview based on 274 and bottom of 349, rewritten.

Area for links and graphics

- DSSA (2191 rewrite)
- International Students (non-admission parts of 1245)
- Drucker Student Resources (new, incl The Writing Center, Career Services and links to 1635 (Consortium Services))

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## Useful Contacts

Copy Area-1246


Area for links and graphics

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# The Executive Management program


Program overview from 1247, rewritten



Area for links and graphics

- [Who Our Students Are](#)
- [Who Should Apply](#)
- [The Application Process](#)
- [Tuition and Fees](#)
- [New Students FAQ](#)
- [EMP Curriculum](#)
- [Contact Us](#)
- [Course Listings](#)
- [Worried About Your First Class?](#)

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# The EMBA program

Program overview from 1456, rewritten


Area for links and graphics

- Who Should Apply
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## The MAM program

Program overview from 1464, rewritten

Area for links and graphics


- [Who Should Apply](#)
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## The MSAM program

Program overview from 1465, rewritten


Area for links and graphics

- [Who Should Apply](#)
- [The Application Process](#)
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# The Certificate Program

Program overview from 363, rewritten

Area for links and graphics

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## MSFE Admission

Program overview from 447, rewritten

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Area for links and graphics


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# Current Students

New Copy area.

Area for links and graphics

- [Class Schedules](#)
- [Courses](#)
- [Registration](#)
- [DSSA](#)