



TARGET MARKET PROFILE INFORMATION

(for Higher Education Institutions)

NAME OF TARGET GROUP:

What are the **Geography boundaries**?

What is the **Age Range**?

What **Majors or broad academic subject** areas? *(NOTE: Many lists group together sets of majors into broad categories because each university has unique names for their specific major, such as "Politics" and "Political Science". It is helpful to be as broad as possible to increase chances of capturing the right academic area of study without being too narrow.)*

What **class years**? (e.g., Juniors and Seniors?)

How many years post-undergrad degree? (e.g., graduated within last 3 years?)

What types of **Associations/Organizations** could these prospects belong to?

What types of **Publications** could these prospects subscribe to?

Is **Income level** a factor? If so, what ranges?

What type of **academic scoring** matters? (i.e., GPA info, GRE info, Honors level, etc...)

Are **sports/activities** a factor for this group? If so, which ones?