

Best of the (COE) Web: Comparative Shopping Tools

As prospective students simultaneously compare programs across a variety of universities through multiple browser tabs, many marketing professionals are searching for ways to add value to the shopping experience. You want to make sure that your page takes this shopping behavior into consideration with information about your program (and others). The examples in this tool span from quick-wins to complex so you can find a comparison tool that's feasible. Regardless of the level of complexity, prospects trust sites that provide transparency and will remember your site for being helpful. Consider the examples below and how they might fit your program. Finally, don't be shy about choosing tools that highlight your programs' advantages.

Quick
Win

Competitor Tuition Comparison Chart

Linfield College's Adult Degree program

Linfield College offers a simple but helpful tool: the college's tuition per credit versus regional competitors. We recommend always citing sources and dating information should tuition change.
<http://www.linfield.edu/dce/tuition-comparison.html>

Excelsior College

The "cost and financing" page features a simple comparison chart showing undergraduate and graduate per-credit tuition at Excelsior and at other universities with comparable online offerings.
<http://www.excelsior.edu/costs-and-financing>

Transfer Credit Explanation

Excelsior College

The college organizes information about transfer credit from examination, military experience, and professional certification in a single hub.
<http://www.excelsior.edu/transfer-more-credits>

Upcoming Offerings: Course Finder

Georgia Tech Professional Education

Search for upcoming courses by program, instructor, discipline, location for f2f, and time of day.
<http://www.pe.gatech.edu/courses>

User Experience Demo of LMS

Brandman University

Tutorials intended for students also give prospects a detailed look at the LMS, Blackboard, helping prospects visualize what it means to take an online course .

<http://www.brandman.edu/online/course-demo>

Participatory Course Demo

UMUC

Test Drive UMUC is a program through which prospects can register to take a mock course by logging into the LMS using a guest ID for a week-long trial period.

<http://www.umuc.edu/spotlight/testdrive.cfm>

Alumni Salary Finder

California Community Colleges

Search by occupation to find median average salary of degree and certificate holders before and after obtaining degree or certificate. Data provided by the California Employment Development Department Unemployment Insurance (EDUI) program.

<http://salarysurfer.cccco.edu/SalarySurfer.aspx>

Credit Value Estimator

Georgia Tech

Users can identify previously attended institutions and courses completed and the estimator projects the credits that will transfer and for which Georgia Tech courses.

https://oscar.gatech.edu/pls/bprod/wwsktrna.P_find_state

Complex