WHAT'S YOUR PLAN?

CITY COLLEGE AT MSUB
PILOT MARKETING CAMPAIGN
MONTANA'S TWO-YEAR HIGHER EDUCATION STATEWIDE BRAND
CAMPAIGN WEBSITE

MY PLAN AFTER THE MILITARY IS AN ASSOCIATES DEGREE.

WHAT'S YOUR PLAN?

JOSH, CITY COLLEGE AT MSUB STUDENT, MILITARY VETERAN, CLASS OF '16

Community

Request Info

Apply
Your Plan
Your Career
Affordable Access
Success Stories

Online courses at City College at MSUB were Nancy’s plan for a flexible schedule.
Nancy currently works as an Accounting Associate at the Financial Services office at MSUB. After starting her accounting degree online, Nancy was able to transition to employment at City College and later graduate with honors. The online courses provided the flexibility she needed in order to go to school and work at the same time. City College at MSUB was part of Nancy’s plan for advancing her career.

"I wanted to do my classes online because they gave me the flexibility of being able to work. I really enjoyed it. You can go to school, and you can work." Learn more about our Accounting Technology program.

City College at MSUB’s Medical Coding and Insurance Billing Program is your plan for a job in the health care industry.

Looking for a way to start a career in the health care insurance industry? City College at MSUB offers both a degree and certificate option for their Medical Coding and Insurance Billing Program. The certificate can also be earned through online courses, making it easier to fit the program into your busy schedule.

What’s your plan for becoming a diesel mechanic?

Make City College at MSUB’s Diesel Technology Program your plan for an outstanding career in a growing industry: Students in the Diesel Technology Program will learn about the operations and diagnosis of diesel engines, power train and emission components, hydraulics, electrical systems, and fuel systems. 
ONLINE ADVERTISING

DISPLAY
BANNER
ADS

FACEBOOK ADS

SEARCH ENGINE MARKETING ADS

CRAIGSLIST
ADS
TRADITIONAL ADVERTISING

BUS ADS

COMMUNITY EVENTS

PRINT ADS

RADIO ADS

City College at MSUB is a community-focused college offering affordable degrees and certificates, flexible scheduling, and small class sizes for students of any age.

To learn more about how to make City College part of your plan, visit us online:

WWW.MYPLANMONTANA.ORG | 406.247.2021
WWW.CITYCOLLEGE.MSUBILLINGS.EDU/PLAN

MY NEW CAREER PLAN STARTED AT CITY COLLEGE AT MSUB.
Prospective Students:

Commented on stories and ads

Shared and liked videos and posts

Sent us messages

WHAT'S YOUR PLAN?

DYNAMIC PUSH/PULL DIALOGUE
2,443 Facebook likes
20 Facebook video posts
33,700 average impressions for each video post
262 requests for more information

WHAT'S YOUR PLAN?

ENGAGING AUDIENCES
INVESTING IN A COHESIVE & INTEGRATED MARKETING CAMPAIGN DOES MAKE AN IMPACT

WHAT’S YOUR PLAN?
STATEWIDE IMPLEMENTATION

WHAT'S YOUR PLAN?

MY PLAN STARTED WITH A DEGREE FROM GREAT FALLS COLLEGE MSU.

NICOLE, LICENSED PRACTICAL NURSE, BENEFIS HOSPITAL
CLASS OF '96 AND '13

MY PLAN AFTER THE MILITARY IS AN ASSOCIATES DEGREE.

WHAT'S YOUR PLAN?

GALLATIN COLLEGE STUDENT, MILITARY VETERAN

JOSH, CLASS OF '15
STATEWIDE IMPLEMENTATION

HELENA COLLEGE
University of Montana

WHAT'S YOUR PLAN?

MY PLAN STARTED WITH A PROGRAM AT HELENA COLLEGE UM.

PATRICK
PARAMEDIC FIREFIGHTER, HELENA FIRE DEPT.
CLASS OF '03 AND '07

WHAT'S YOUR PLAN?

BITTERROOT COLLEGE
UNIVERSITY OF MONTANA

MY NEW CAREER PLAN STARTED WITH BITTERROOT COLLEGE.

WHAT'S YOUR PLAN?

TERRI
CONSOLE SUPERVISOR, GLAXOSMITHKLINE
CLASS OF '06
STATEWIDE IMPLEMENTATION

MY PLAN AFTER THE MILITARY IS AN ASSOCIATES DEGREE.

JOSH, HIGHLANDS COLLEGE STUDENT, MILITARY VETERAN
CLASS OF ’15

MY PLAN STARTED WITH A DEGREE FROM MISSOULA COLLEGE UMT.

NICOLE, REGISTERED NURSE, COMMUNITY HOSPITAL
CLASS OF ’96 AND ’13
The time is right to implement a Statewide Two-Year Higher Education Brand.
WHAT'S YOUR PLAN?  THANK YOU