

Storyboard Outline: FT MBA Student Testimonials

Purpose: The purpose of the video production is to showcase authentic student experiences and program highlights, providing prospective students with an engaging and informative glimpse into the MBA journey. These videos will be used in student orientation materials and featured in recruitment and information sessions to support enrollment and engagement.

1. Introduction:

- Open with B-roll shots of the University campus.
- Title Overlay "Unlock Your Potential: Full Time MBA Program."
- Voiceover introducing the purpose of the video: "Discover how our Full Time MBA program transforms lives and opens doors to limitless career opportunities."
- Lower thirds

2. Student Speaker 1: Transformational Journey

- Intro graphics + student's name on banner lower thirds
- Introduce S#1 the first student speaker, standing in a picturesque campus location.
- Student shares her background and why she decided to pursue FT MBA.
- B-roll of students attending classes, engaging with professors, and networking with fellow students.
- The student's testimonial on how the MBA program empowered her to redefine her career path and achieve her goals.

3. Student Speaker #2: Individualized Support / intern / supportive community

- S#2 tells their career story /
- Introduce the S#3 in CPD career counseling session.
- Student #3 shares his experiences with coaches and support from faculty, alumni, and career services.
- Footage of #3 receiving guidance from mentors, attending networking events, and securing internships or job offers.
- Job boards / professional development: mock interviews, group and 1:1
- alumni networking /

4. Student Speaker #3 Global Opportunities

- Introduce the second student, in a classroom or international setting.
- S #3 discusses the global opportunities offered by the MBA program, including abroad experiences and international internships.
- Footage of Ss participating in case competitions, collaborating with international classmates, and *exploring / sharing cultures*. *SEER*
- S #3 testimonial on how the MBA program broadened his perspective and equipped him to thrive in the global business landscape.
- S #3 testimonial on how the MBA program provided him with a supportive community and personalized career development resources.

4. Faculty and Alumni Perspectives

- Brief interviews with faculty members highlighting the unique features and strengths of the MBA program.
- Testimonials from alumni showcasing their career success stories and the impact of their MBA degree.
- Shots of alumni networking events, industry conferences, and corporate partnerships.

6. Conclusion:

- Return to campus shots with voiceover: "Join our vibrant community of Full Time MBA students and embark on a transformative journey towards a rewarding career."
- Call-to-action overlay: "Apply now and unlock your potential at the University."
- Contact information and website URL displayed for interested applicants.

7. Closing Shot:

- Logo animation: University
- End screen with links and hashtags for engagement.
- Lower thirds

Each segment is visually engaging with a mix of interview footage, b-roll shots, and on-screen graphics to highlight key points and testimonials.