



Grace Wales

Senior in High School

- 18 years old
- Writes for her school newspaper
- Loves all of her English and composition classes

“I really want a major that will allow me to use my curiosity and to write, and I want a career that will always give me something exciting to do.”

Summary

Grace has always loved to write. In school, she enjoys writing reports and papers on subjects that interest her. Researching is one of her favorite parts because she loves investigating new subjects. Many teachers have told Grace that she is a talented writer, and this has encouraged her to submit some of her work to magazines for publication. She loves the idea of being published and seeing her name on a real printed article. Grace is looking for a major that will help her achieve this dream and will give her the opportunity to use her curiosity and writing skills.

Key Attributes

- Enjoys reading both literature and news
- Loves to write
- Is a very curious person who loves to research and investigate subjects that interest her

Tasks

- Looks at university websites to find a program that fits her
- Searches for job and career statistics to help her decide
- Visits several colleges to determine what she wants out of a university and a program

Informational Needs/Goals

- Wants to find out if the journalism major fits her desires and talents
- Wants to understand what being in the journalism major is like
- Needs to find information about job prospects after graduation

Scenario of Use

1. Grace goes to CU Friday at Cedarville University and is naturally intrigued by the journalism table at the fair. She stops to get more information, hoping the people there can help her make

a decision on what major to pick. After talking briefly, they give her a card about the journalism major.

2. Grace glances over the card and sees a few pieces of information that interest her. After a moment, she wants to move on at the fair and throws the card in her drawstring backpack. She goes about the rest of her day touring Cedarville and getting to know the university itself.
3. A couple weeks later, Grace stumbles across her backpack and looks at the card again. As she reads over the information more carefully than before, she gets very curious about the major.
4. Grace pulls up the journalism page on Cedarville's website. She opens the sample four-year plan and likes what she sees. The courses look interesting to her.
5. Grace plans another visit to Cedarville so she can check out the program and talk to the professors. When she finally gets to campus and visits the communication department, she is given a folder full of information on the department's programs.
6. Grace feels like she's learning a lot on her visit, and she frequently refers back to the sheet on journalism throughout the day. When she learns something interesting that relates to the sheet, she underlines that fact and takes notes in the margins. Now that she has more information and notes, she feels like she can begin making an informed decision. Journalism sounds very promising to her, but she needs some time to think.

Conclusion

Although Grace does not yet feel able to decide, she would fit perfectly into the journalism major. The information provided on the card and sheet will help her inform her parents about the benefits of a career in journalism, and her parents will likely help her decide after that. So although the two marketing pieces did not completely sway her, they are an important step along the way of getting her into the major.