**Hodges vs. FGCU**

Hodges

* Returning students
* Adults (25+)
* Flexible (Part-time/Online)
  + Availability
* Focus is on international students
* Independent (No housing)
* Instructors being more adjunct.

FGCU

* First timers (18+)
* Environmentalists (variety)
* Full time
* Focus on local area students
* Housing
* In person experience (campus life)
* Instructors (Less adjunct.)

Both

* Similar pricing
  + FGCU: cheaper on campus
  + Hodges: cheaper online

**Hodges vs. FGCU: Marketing**

Hodges

* Services dedicated to supporting international students

FGCU

* Visiting local schools
* Bright futures

Both

* Sports
  + Community Events
* YouTube/Facebook/TikTok
* Dual Enrollment

Example:

The system shall not release the student’s grades unless prior signature of the student.