

Program Proposal Development Market Analysis

An important component of moving a program from initial idea to full proposal is describing how prospective students might view that program among its competitors and as an impetus for their development and advancement. The Office of Marketing and Communication (OMC) supports developing that description by conducting a market analysis.

The OMC takes input provided about the prospective program and seeks out information about the program's prospective students, its potential competitors, and the employment landscape for its graduates. The OMC provides a report that is included in the program proposal and that informs the narrative portion of the proposal.

Market Analysis Inputs

The OMC relies upon the information it receives to develop a comprehensive market analysis. In the initial stages of program development, some of this information may be limited or prospective, but the development of a market analysis benefits from the quality and extent of the information provided.

- Concept Paper (required)
- Links to any similar programs
- Example job descriptions graduates of the prospective program might pursue
- Any other potentially relevant information from initial investigation of the idea

The OMC Market Analysis Process

The OMC gathers and analyzes information from several sources to develop a market analysis, among them:

- Program Information from Petersons
- ETS (GRE data)
- The National Center for Educational Statistics (Integrated Postsecondary Education Data System data)
- The US Bureau of Labor Statistics
- Simulated prospective student searches
- A host of secondary sources about trends, advancements, news in areas related to the prospective program

Information Provided in the Market Analysis

The OMC provides the market analysis in a standard format to be included in the program proposal. The analysis provided by the OMC is often also used in narrative portions of the program proposal.

For example, the proposal narrative might include:

The Office of Marketing and Communication prepared a Market Assessment report for the proposed program. The full Market Assessment report is in the Appendix.

From the Market Assessment report, we see that there are several master's programs in XXX in the Great Lakes and Plains region. According to the Integrated Postsecondary Education Data System (IPEDS), there are 32 universities in the Great Lakes and Plains region with master's programs in XXX. Within IPEDS, XXX is not an available selection option, and so the XXX programs are intermixed with the YYY programs in the IPEDS data.

Number of master's degrees in XXX awarded

	XXX, Master's Degree					
	2012-13	2012-13 Total Masters	201213 % of total	2011- 12	2010- 11	2009- 10
University of Illinois	61	3222	1.9%	36	46	41
University of Michigan	55	4281	1.3%	47	44	36
Purdue University	32	1545	2.1%	26	31	15
University of Chicago	26	2717	.96%	30	39	18
Ohio State University	25	2759	.91%	43	45	44
Michigan State University	25	2042	1.2%	36	44	53
University of Iowa	24	1415		16	26	27
DePaul University	20	2797		20	13	23
University of Minnesota	17	3228	.52%	16	10	9
Kansas State University	17	988	1.70/0	12	15	9
University of Wisconsin	17	2156		11	13	17
University of Missouri	17	1515	1.1%	9	12	12
Iowa State University	15	783	1.9%	25	27	22
University of Cincinnati	15	2643		4	5	14
University of Nebraska	14	859	1.6%	18	16	12
Western Michigan University	13	1402		15	9	10
Northern Illinois University	12	1339	.89%	12	11	6
Loyola University Chicago	11	1617	.68%	12	10	10

To find a differentiation between XXX programs and YYY programs, the Market Assessment report utilized the Peterson's Grad School search tool. In an XXX-mile-geographical range, the following universities offer competitive degrees:

1. Wright State University
2. Oakland University
3. Bowling Green University
4. University of Illinois at Urbana-Champaign
5. University of Notre Dame
6. University of Michigan (US News, ranked #15)
7. Cleveland State University
8. Indiana University Bloomington
9. Loyola University Chicago
10. Eastern Michigan University
11. Indiana University
12. Michigan State University
13. University of Chicago (US News, ranked #5)

The Market Assessment report lists four universities as competitors of the proposed XXX program, DePaul University, Loyola University Chicago, University of Wisconsin and University of Minnesota. Our proposed XXX program differs from these competitor's master degree programs. Though the University of Wisconsin Madison offers both Master and Ph.D. degrees, it is most known for its Ph.D. program, and it is highly focused on theoretical aspects. A similar argument can be said for the University of Minnesota's program. Loyola University Chicago and DePaul University are more closely related to Marquette University. The XXX programs offered at the Loyola University Chicago and DePaul University follow a traditional path (coursework) in their curriculum. The proposed XXX program has the following distinctions: (a) it focuses more on contemporary application courses; and (b) the practicum gives our graduate students practical training in solving real-world problems encountered in research and/or in the industry. Another important distinction is the role of the program director. The XXX program director interacts with the industries to learn their needs, attract potential students, and facilitate job placements.