

Market Intelligence and Analysis

Advice should be obtained from the relevant Faculty Marketing Team. If the proposed programme is targeting a new international market, the Faculty Marketing Team will coordinate the input of Student Recruitment and International Relations.

The information entered here is to help provide evidence for Faculty Executive Group that;

- there is a good academic rationale for the programme;
- the programme is consistent with the Faculty and University research and education strategies;
- there is a realistic estimate of (continued) student numbers and evidence of sustainable market demand
- the University has the appropriate resources to support the delivery of the programme and to provide a high quality student experience;
- the proposal is likely to secure the support of all groups within the Faculty and outside which will contribute to the delivery of the programme;

For programmes undergoing revalidation the information entered here is to help provide evidence for FEG that:

- there is still market demand;
- student number trends are increasing, static or decreasing;
- the programme continues to fit within the University /Faculty/Academic Unit portfolio;
- progression and outcomes data is satisfactory;
- the University is delivering a good student experience – NSS / DLHE etc;
- there is a good academic rationale for the programme to continue;
- the University/Faculty has the appropriate resources (including staffing) to support the delivery of the programme and to provide a high quality student experience;

The programme proposer is required to comment on each of the following areas: the completion of the tables below will be considered by the Faculty Scrutiny Group (FSG). The programme proposer must respond to any comments made. All comments and responses will be recorded in the CM system.

a) Does the programme target an existing UK market? **Yes (go to b)** **No (go to d and e)**

b) For programmes targeting existing UK markets						
Comparator university	Comparator programme title	Home Fees	International Fees	Home student numbers	International student numbers	Are student numbers growing/shrinking/constant

c) Programme title testing:		Please explain outcomes of research here
Is the programme title easily understood?	Yes/No	
Is the programme title understood internationally?	Yes/No	
Does the title mirror similar programmes?	Yes/No	
Has the title been tested against the most common internet search terms?	Yes/No	

d) For programmes creating new markets		Please explain outcomes of research here
Are there similar markets within the UK?	Yes/No	
Are there any other stakeholders (e.g. employers/NHS/Government) that could help in creating a new market?	Yes/No	
What evidence for demand is there from:		
<ul style="list-style-type: none"> • Outreach activities 		
<ul style="list-style-type: none"> • Enquirers 		
<ul style="list-style-type: none"> • Applicants 		
<ul style="list-style-type: none"> • Current students 		

e) For programmes creating new international markets		Please explain outcomes of research here
Does the programme target an existing international market?	Yes/No	
List the feedback from agents and the International Office on the programme:		

Comment on marketing viability of introducing, the programme/ specialisation.

Are there any concerns that you would like to raise regarding the programme proposal (for new programmes) presented, or the evaluative report (for revalidation).