## Market Intelligence and Analysis

The Faculty Marketing Team has been identified as a principle stakeholder for programmes undergoing validation or revalidation (others include Faculty Finance and other Faculties (for joint programmes). Programmes should demonstrate an awareness of the external environment in which the programme sits and the marketing team will provide some assistance in providing this context.

**Programme Validation:**

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| Programme Proposers will work in partnership with the Faculty Marketing Team to complete the sections below. The information included here will then inform the completion of the Programme Proposal template.  Completion of this template as part of the planning for new programmes will provide  evidence for Faculty Board that:   * there is a realistic estimate of student numbers and evidence of sustainable market demand * that the programme title is tested (UK, EU and internationally)[[1]](#footnote-1) |

**Programme Revalidation:**

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| Programme Leads will use the links provided in the Programme Revalidation Policy to obtain and analyse the market demand and number trends etc. If the Programme Lead identifies a concern, or the Deputy Head of School (Education) or Associate Dean (Education) specifically requests additional investigation, then a set of questions, framed around the areas below should be submitted to the Faculty Marketing Team. The analysis and results of any additional investigations will be included in the Programme Evaluation template.  Completion of this template as part of the evaluation for existing programmes will provide  evidence for Faculty Board that:   * there is a realistic estimate of continued student numbers and evidence of sustainable market demand * student number trends are increasing, static or decreasing; |

On both occasions the Programme Proposal or Programme Evaluation templates will be part of the documentation submitted to the Faculty Board and Academic Quality and Standards Committee.

The Faculty Board Academic Quality and Standards Committee and will also consider whether;

* there is a good academic rationale for the programme;
* the programme is consistent with the Faculty and University research and education strategies;
* the Faculty/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 School/Faculty and outside which will contribute to the delivery of the programme;

The programme proposer is required to work with the Faculty Marketing Team to complete the sections below.

The information with the tables, and the programme proposer review/analysis/response will be available to the Academic Scrutiny Group (ASG) during the approval phase of programme validation[[2]](#footnote-2). The programme proposer must respond to any comments made by the Faculty Marketing Team. All comments and responses will be recorded in the CM system.

| 1. **Does the programme target an existing UK market?** | **Yes (go to b)** | **No (go to d and e)** |
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| 1. **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 |
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| 1. **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 |  |

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| 1. **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: | | |
| * Outreach activities |  | |
| * Enquirers |  | |
| * Applicants |  | |
| * Current students |  | |

| 1. **For programmes creating new international markets** | | **Please explain outcomes of research here** |
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| Does the programme target an existing international market? | Yes/No |  |
| List the feedback from agents and the International Office on the programme: | | |
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| Comment on marketing viability of introducing, the programme/specialisation. |
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| Are there any concerns that you would like to raise regarding the programme proposal (for new programmes) presented, or the evaluative report (for revalidation). |
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1. Faculty Marketing Teams will consult with the international office for programme name testing internationally. [↑](#footnote-ref-1)
2. All comments and responses will be recorded in the CM system. [↑](#footnote-ref-2)