

New award program

Market Research Guide

Purpose

This guide has been developed to assist academic staff assess market demand for proposed new award programs and to help with future marketing activities. This guide is to be used as an internal first step in the market research process. **There is currently a University requirement for external market research to be undertaken for all new degree programs, and this external market research will incur a cost to the local area.**

For further information on University requirements, and for assistance in preparing market research, please contact the Office of the Director of Science Education
cpms.ea@anu.edu.au

Proposed program name	
CRICOS Code (if available)	
Program overview	

Background

What makes you believe there will be demand for the program? For example:

- *Is there a shortage of professionals in the field?*
- *Is this an emerging field?*
- *Is this a unique/specialised program, not offered by other Universities?*

Who are the main competitors?

University	Program title	How does it differ from this proposal	Duration of program	Number of current students

Why do you think potential students will be interested in the program?

Target audiences	What are the primary points of difference from other similar degree programs?	Are there specific regions, domestic and international that the program should be marketed to?	Are there specific channels you are aware of to reach these audiences?
<i>Ie. Recent graduates wanting to acquire a more professionally oriented set of skills</i>		<i>No similar program offered in WA universities</i>	

		<i>Increased industry demand for professionals in Singapore</i>	
	<i>This program will offer a 12 week internship which offers practical professional experience</i> <i>Offered online with flexible study options</i>		<i>Industry journals/conferences/websites</i>
<i>Alumni</i>			
<i>School leavers</i>			

Career Opportunities for graduates

How will the program prepare or enhance graduate career prospects? List potential career outcomes for graduates. Is there any data from employers to support claims of career pathways from this program?

What are the enrolment targets?

Based on EFSTL

2016		2017		2018	
Domestic	International	Domestic	International	Domestic	International

Is there a budget to market the program?

Is there a budget allocated for marketing of the new program and what is its source?

Have you met with your College Marketing team to discuss potential marketing plans for this program?

What advertising and publicity would be required? Is there an existing website or publication?

Contact science@anu.edu.au to make an appointment to discuss your marketing goals.