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| Market research |  |
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| **For new courses or significant changes to existing courses** |

# Market research report

For new courses or when considering significant changes to an existing course, [**Marketing and Student Recruitment**](https://www.essex.ac.uk/staff/professional-services/marketing-and-student-recruitment) can help to assess the market and demand, and can also offer advice on how to market a course and on inclusion in the prospectus.

The team can compile a market research report which can be used to support decisions as to whether to continue with the new course or changes, and which can be submitted with approval documentation.

Ideally, a market research report should be requested during the preliminary period rather than once the formal course approval stages have commenced, in order that any conclusions from the report can be considered by the department and the design of the new course enhanced as appropriate.

Where a report has been completed, it should be appended to the Development stage form which seeks approval to publicise a new course.

## What research will be carried out?

The focus and content of market research reports will be adapted to suit the proposed course or course changes.  Areas that may be investigated include:

* Market and trends
* Fees
* Competitor analysis
* Feeder pipelines and applicant profile
* Employability
* Conclusions, recommendations and action points

# Admissions and entry requirements

Contact the [**Admissions team**](https://www.essex.ac.uk/staff/professional-services#cer) for advice on admissions and entry requirements.

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