



**CITY UNIVERSITY
LONDON**

Guidance for Programme Approval:

Market Research considerations

Scope

All taught and research programmes leading to an award of City University London

To be read in conjunction with

Quality Manual Section 3

Guidance for Market Research considerations

As part of the development of any new programme it is strongly recommended that the following market criteria are considered and assessed. A report of findings should be included with the approval documentation for Stage 1 consideration.

Internal factors

- Programme 'fit' – Does the proposed programme fit within the context of the current educational offering at City and does it conform to the high level strategic goals, as set out in the corporate strategy and School plan?
- Cost benefit – What is the overall cost of introduction? Can it be staffed and resourced within current levels or will additional resources be required? What is the 'break even' point?
- Please refer to the Stage 1 Programme Approval form for all other resource related issues that need consideration in the development of a programme.

External factors

The following are external factors that should be considered:

- Market potential – future demand
 - Unique selling point
 - Application trends
 - Student numbers trends and market growth forecasting (using HESA and/or UCAS data – using spreadsheet template provided)
 - Geo-demographic limitations
 - UK/international demographic trends (existence and sizing of prospective market)
- Competitor offering (through completion of the relevant section of the Stage 1 form)
- Labour market trends
 - Sector skills council data on labour market
 - Office for National Statistics (ONS)
 - Links with business (anecdotal evidence)
 - Labour market growth trends and future potential
 - Economic growth in sector (impact of wider UK and global economic conditions)
- Political influence
 - Legislative issues
 - Environmental issues
 - Topicality and/or political sensitivity

Please note that these issues may have positive/negative or no impact on new programme development.