Market Research Request Form

COE Forum

Let us know how to contact you.

Contact Information

Name of Primary Contact:

Institution:

Title:

Phone Number:

Email Address:

Names and Titles of Other Requestors:

Select the primary reason for this request. (Please complete the corresponding section on the following page.)

Goals

**Single Program Analyses**

* Evaluate market demand for new program
* Craft marketing messages to prospective students
* Update or tailor existing program curriculum
* Expand or modify audience of existing program

**Program Opportunity Analysis**

* Generate ideas for new programs across several disciplines and/or industries

Select the intended recruitment area.

Geographic Parameters

* Local (i.e., metropolitan statistical area or county)
* Statewide
* Regional (i.e., your state and adjacent states)
* National

Define the audience for this research brief.

Audience

*Information on the motivation for a request (e.g., personal edification, academic program proposal documents) and the project’s audience (e.g., department faculty, university system administration) can help us tailor the content of the research to suit your needs.*

Share the information available on your program.

Single Program Analysis

* Existing program
* New or potential program

Program title:

Degree or certificate level:

Program modality:

Key skills conferred through the program:

List of proposed or existing courses:

Expected occupations or job titles of program graduates:

Provide the five to ten most important questions you want us to answer.

*Potential questions include highest demanded competencies to meet employer needs; resources to required*

Outline parameters for potential program recommendations.

Program Opportunity Analysis

Academic field (e.g., health, manufacturing):

Credential level (e.g., non-credit, bachelor’s degree, graduate certificate):

Program modality (e.g., online, face-to-face):

Provide the five to ten most important questions you want us to answer.

*Potential questions include potential for delivery as an online program, appropriate degree level for program recommendations*

Guide us on any internal deadlines you face.

Timeline

*Request complexity determines how many weeks we require to complete your research. We can complete a quick analysis of job postings data in as little as two weeks, or can conduct much more extensive research projects that include job postings data as just one of many facets of the research.*

Your Dedicated Advisor will review our existing market research to provide immediate answers to as many of your questions as possible. Our research team will be in touch to discuss your remaining questions and outline our research approach.

Next Steps