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# Initial Approval: Market Information for research degrees

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| Prompts to assist with completing this pro-forma are given in the shaded boxes below each section heading. These should be removed as the form is completed. The easiest way to do this is to right click in the shaded area and select ‘Delete Rows’. |

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| **Department / School**  |  |
| **Contact person** |  |
| **Proposed title of degree** |  |
| **Anticipated start date** |  |

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| **1. Synopsis** |
| Please include here (or attach) a synopsis of the proposed programme and its outline structure (i.e. the proposed level of study, mode of delivery, full-time/part-time), and how this relates to the programme title. |
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| **2. Market Viability** |
| Outline the perceived market viability of the proposed new programme, giving an account of the market research undertaken to provide evidence of demand. This could include:* an indication of how the proposed programme differentiates from research degree offers elsewhere.
* a review of research degrees in similar areas at other institutions (FindaPhd.com for UK comparisons)
* a review of HESA data and its trend by broad subject areas for research degrees (if appropriate)
* an indication of how many studentships are already available within the proposed subject area across the sector
* an account of the employer demand for students graduating from the proposed research degree (where possible).
* information/data on market viability acquired through the proposed collaborative partner (for proposals involving international partnerships).

Where a particularly innovative or niche degree is being developed, it may not be possible to provide extensive statistical evidence of an existing market. In these cases, qualitative market research (surveys, questionnaires etc.) will carry additional weight. Evidence of demand may be supplemented by a detailed rationale, clearly indicating relevant changes in context that have given rise to the new initiative. An analysis of the risks involved should also be presented, cross-referencing as appropriate to the start-up costs indicated on Form QA3-1 on resource implications.  |
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| **3. Marketing Strategy** |
| Outline the proposed marketing strategy, including details of the different approaches which may be necessary for UK, EU and overseas markets. Advice and assistance is available from the Graduate Schools.  |
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*This form must be approved by the Director of Marketing and Communications to indicate that appropriate market information has been provided and by the Director of Student Recruitment & Admissions to confirm that the proposed title of the programme is considered appropriate to the stated aims and outline of the programme content, before submission to the Academic Programmes Committee.*

Approved by the Director of Marketing and Communications on

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Approved by the Director of Student Recruitment & Admissions on

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