# http://www.bath.ac.uk/visualid/resources/logos/png/uob-logo-black-transparent.png Approval of a New Programme of Study

# Initial Approval: Market Information &

# Programme Title

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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 programme** |  |
| **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/sandwich etc.), 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:   * a survey of subject area student number trends from the [HEIDI](http://www.heidi.ac.uk/) Plus database or HESA data; * a survey of opinion from potential applicants and/or current students. This might involve questionnaire surveys or focus group interviews; * a survey of potential employer and professional body opinion; * an account of how the proposed programme will compete with and differentiate itself from offerings at other peer universities; * an indication of the volume of enquiries received about the field of study in question. The Student Recruitment and Admissions Office should be consulted on enquiries received at UK and overseas recruitment events; * an account of how the proposed programme complements or fills a gap in the current Department/Faculty/School portfolio of activity;   Where a particularly innovative programme is being developed, it may not be possible to provide extensive statistical evidence of an existing market. In these cases, bespoke market research (surveys, interviews 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. This could include:   * Insight into intended target audience(s) for proposed new programme (demographic, psychographic, attitudinal, behavioural) and those who influence applicant decision making. * Summary of proposed marketing, communications and engagement activities intended to stimulate interest, generate leads and support conversion to new programme.   Advice and assistance is available from the Faculty/School Marketing team, Student Recruitment and Admissions, the International Recruitment team and the Department of Marketing & Communications. |
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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*
* *the Director of Undergraduate Admissions and Outreach, or Head of Postgraduate Taught Recruitment, 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.*

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| **Document History** | **Dates/Comments** |
| Sent for comment and approval to the Director of Undergraduate Admissions and Outreach (for proposed UG programmes) |  |
| Sent for comment and approval to the Head of Postgraduate Taught Recruitment (for proposed PGT programmes) |  |
| Sent for Comment and approval to the Director of Marketing and Communications |  |
| Sent to the Secretary to the UEB |  |
| Approved by the UEB |  |
| Sent to the Secretary to the APC |  |
| Approved by the APC |  |

October 2018