**Appendix**

**Market Research and Evidence of Demand**

**New Course Proposals**

This document is designed as a DIY market research tool for staff wishing to propose a new course. By following these steps, you will be able to identify the likely level of demand for your course as well as highlight the Unique Selling Points (USPs) that will facilitate the effective and efficient recruitment of students. For contract-funded programmes (i.e. programmes that have been commissioned as a means of providing education and training for a pool of potential students that have already been identified), further market research may not be needed.

There are eight sections to this process. Once you have completed the first seven sections, you should discuss the proposed course with the Head of Student Recruitment (Eoin Lally) who will help you review the submission.

Section 1 Target audiences

*Knowing your target audience is crucial in identifying unique selling points and in pedagogical design. List your main target audiences here (e.g. school leavers, healthcare professionals, graduates, those without traditional qualifications (such as A levels), mature students, other)*

*Where is the target audience most concentrated (e.g. schools, colleges, hospitals)?*

*Is there a specific geographical target area?*

*Would the course be open to International students?*

*(For UG courses) How might the proposed course support the SGUL commitment to widening participation?*

Section 2 Competition

*Knowing the competition will give you an indication of how popular the subject area is as well as help you to identify what makes your proposed course unique. Search the UCAS website, look at competitors’ websites, look at the websites of key professional bodies, order prospectuses - list the HEIs and their unique selling points (USPs) here:*

**HEIs USPs**

*Would there be any internal competition?*

*(are students applying for the proposed course also likely to apply for an existing course?)*

Section 3 Mystery Shopping

*It is advisable to complete this section with at least three different competing institutions.*

*Ring HEIs and pretend to be a prospective student or parent. How many places do they offer on the course and what is the level of competition for those places?*

*How long has the course been running and what do students like about the course?*

*How many places do they offer, and, if applicable, do they go through clearing?*

Section 4 Evidence of student demand

*Think about contacting careers advisors, school teachers and school pupils. Consider running focus groups with potential students. If your target audience is not school leavers, then consider how you will contact them to find out their views about the proposed course. What evidence is there of a course of this type being in demand?*

*Is there any evidence of market trends indicating likely changes in demand for your proposed course?*

*It is advisable to provide evidence of market testing.*

Section 5 Professional, Regulatory and Statutory Bodies (PSRBs)

*If the programme is intended to provide entry to a profession, contact the PSRB to discuss the proposed course and list them here:*

*It is advisable to provide a written statement of support and/or endorsement where possible.*

Section 6 Employer links

*List the potential links to business and/or employers here:*

*What are the employment prospects for graduates? If the programme is aimed at those who already in employment, will the programme enhance the career prospects of graduate?*

*It is advisable to provide published information demonstrating that graduates of your proposed course and required by employers.*

Section 7 Unique Selling Points (USPs)

*List the four key points that make your proposed course different from the competition and demonstrate how these are of benefit to potential students:*

**USP Benefit to students**

**1**

**2**

**3**

**4**

Section 8 Marketing of the course

*Contact the Student Recruitment Unit to discuss the proposed course and to consider ways of reaching your target audience. If approved, the Student Recruitment Unit will be able to develop a bespoke marketing and recruitment plan for your new course.*