Market Research Support for New Course Proposals

Step One: Market research support request

School has new course idea and makes market research support request and provides overview of idea/s. **Contact for Market**

Research Support: Paul Redfern - 222831 /

marketresearch@lboro.ac.uk

Step Two: Phase 1 research undertaken

Market Research Team undertake phase 1 of research in order to assess proposal against key criteria using an <u>assessment matrix</u>. Research outcomes are recorded by the Market Research Team on a <u>Project Investigation Document</u>.

Step Three: Phase 2 research undertaken

Market Research Team feedback to School, outlining phase 2 of research project and timescales. Market Research Team will provide regular updates on new course ideas to colleagues in Planning, Admissions and Marketing & Advancement.

Course idea not progressed: MR team feedback to School / suggest alternative course of action.*

Step Four: Recommendations and Market Demand Report provided On completion of phase 2 of research, Market Research Team provide final report including recommendations for marketing and positioning and completed **market demand report** for submission to Operations Committee.

Step Five: School submit proposal to Operations Committee for strategic approval

Recruitment Marketing / Market Research Teams notified of outcome via Academic Registry (Martine Ashby).

Market Research share positioning recommendations with Recruitment Marketing Team for refinement / marketing plans.

Step Six: Post project follow-up

Market Research Team identify outcomes of new course 6-18 months post-launch and use intelligence to monitor effectiveness of research process.

*If there is disagreement on the decision arrived at by Market Research Team, please consult with your Dean of School and if necessary, with Emma Leech (Director of Marketing and Advancement).