

Aslanian Market Research Program Feasibility Studies provide the data and information you need to determine if a given program or programs should be invested in and launched. With the constraint of resources at most institutions, it is not possible to commit to launching a new program without solid, data-driven confirmation that such a program is viable, and how best to position it in the market. It is also essential that institutions are able to provide “hard data” on why they may choose to not offer a given program.

Our feasibility studies provide data and information on how the program is likely to be received in the ever-expanding higher education market, with which institutions it is most likely to compete, and how the program in question should be positioned in the ever-expanding higher education market.

Objectives of Analysis

1. Assess the overall feasibility of the specific degree or certificate in the context of its competitive position in the higher education market.
2. Provide feedback to the client college on important decisions in launching the program such as student choice of specializations, format options, course schedules, important services, etc.
3. Assist the client college in developing marketing and outreach plans and marketing materials that will be effective in recruiting students to this new program.

Methods

Feasibility studies are specially designed for the program being evaluated and as such can take either a quantitative approach (for larger, market-leading programs) or a qualitative approach (for niche programs for which the client college may be in a unique position to be successful).

Among the specific research steps that may be included in a feasibility study are:

- Evaluation of the competitive landscape for the specific program
- Assessment of interest in the program among people employed in relevant positions and industries as well as those who have enrolled or are considering enrolling in programs in the specific topic and/or related topics
- Confirmation of support among employers in relevant industries for such a program
- Provision of data specific to the client college about prospective student preferences for schedules, delivery modes, areas of concentration and courses in high demand
- Identification of the demographic profile of potential students for the program of interest
- Identification of the marketing preferences of such individuals (including how they find out about programs of interest, what they must find on college websites, media, social media and internet habits, their awareness of the client college and its programs, and their time frame for decision making)

Feasibility studies are conducted in two phases:

Phase One: We conduct a competitive analysis of five institutions jointly selected by the client college and Aslanian Market Research. This analysis will provide detailed information on how competitors have positioned their programs and where gaps exist that the client college can leverage to its advantage. The competitive analysis also informs the preparation of the primary research (surveys/interviews) conducted in phase two.

Phase Two: We conduct primary market research among two target audiences: employers and potential students.

- Research among employers is conducted via telephone interviews with Director-level employees (or higher) at major employers in related fields. Interview questions are largely open-ended in order to encourage dialogue about the specific subject we are assessing as well as workforce, workforce development and education and training needs.
- We also survey past or prototypical prospective students to the program. Target populations often include: individuals who have recently inquired about similar programs on one of EducationDynamics' college search sites; alumni of the client college in related or targeted fields; currently enrolled students in related or "feeder" programs; or other individuals that the client college may have connections with who are employed in industries related to the field of study. We also may include other sources based on the specific study subject.

Deliverables

A report written around easy to read, non-technical tables will be prepared which will include recommendations. Recommendations will begin with Aslanian Market Research's opinion on whether the program should be launched, as well as detailed information on how the program should be structured and marketed.

Timing and Price

A feasibility study can be completed in approximately 10 to 12 weeks. As many as three separate analyses can be completed simultaneously, dependent on the topics/subjects being assessed. Each feasibility study is priced between \$12,000 and \$20,000, dependent on the topic/subject.