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Successful postgraduate recruitment in a changing environment

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Some treats of the last 18 months

- MA Aegean Archaeology
- MA Crossways in European Humanities
- And, the more difficult the market, the more the proliferation of new programmes.

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Successful PG Recruitment Starts with Good Market Research

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Quantitative vs Qualitative

- Quant
  - tells you what and how much
  - Allows comparisons
  - More readily accepted by HEIs
- Qual
  - Tells you why
  - Can provide richer information
  - Sampling easier
- Best MR combines the two

Secondary vs Primary

- Secondary
  - Often quicker
  - Often cheaper
  - No sampling issues
- Primary
  - Turn to it when no secondary source
  - Can answer specific questions
  - Can get counter-intuitive results
- Always start with secondary if possible

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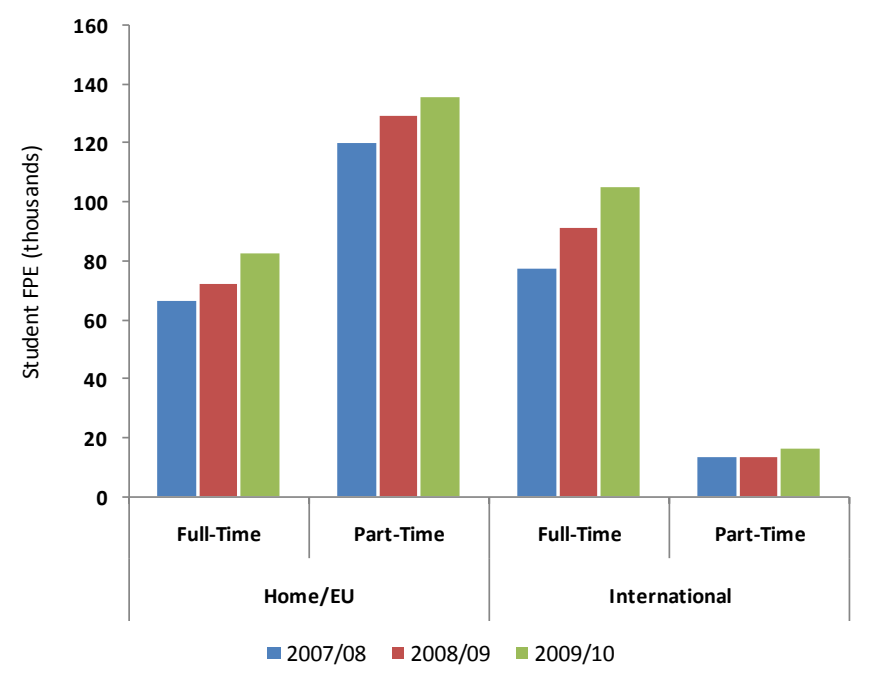
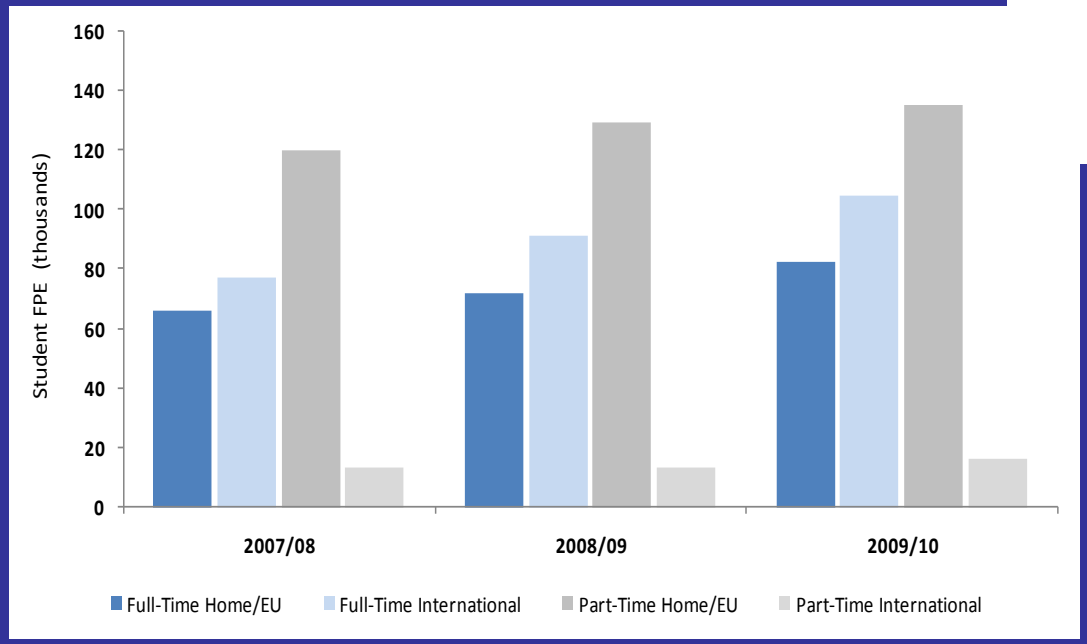
	Home/EU			International		
	Full-Time	Part-Time	Total	Full-Time	Part-Time	Total
2007/08	66,205	120,415	186,620	77,350	13,340	90,690
2008/09	72,205	129,380	201,585	91,440	13,350	104,790
2009/10	82,655	135,545	218,200	105,160	16,125	121,285
Change 07/08 to 09/10	**24.8%**	**12.6%**	**16.9%**	**36.0%**	**20.9%**	**33.7%**





Source: HEIDI (HESA)

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Subject Growth

JACS Subject Group	Total FPE 2007/08	Total FPE 2009/10	% Change
Combined Studies	800	370	-53.8%
Architecture, Building and Planning	10,405	10,855	4.3%
Law	11,915	12,945	8.6%
Historical and Philosophical studies	8,735	9,555	9.4%
Subjects allied to Medicine	23,525	26,395	12.2%
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	845	985	16.6%
Lingistics, Classics and related subjects	7,020	8,205	16.9%
Social Studies	26,265	30,740	17.0%
Veterinary Sciences, Agriculture and related subjects	1,815	2,180	20.1%
Technologies	2,280	2,750	20.6%
European Languages, Literature and related subjects	1,075	1,300	20.9%
Biological Sciences	13,925	16,990	22.0%
Medicine and Dentistry	6,460	7,935	22.8%
Physical Science	6,225	7,670	23.2%
Mass Communications and Documentation	7,525	9,350	24.3%
Business and Administrative studies	77,720	96,905	24.7%
Mathematical and Computer Sciences	16,830	21,075	25.2%
Creative Arts and Design	12,785	16,450	28.7%
Engineering	18,800	25,070	33.4%
Education	22,360	31,760	42.0%

Source: HEIDI (HESA)

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Subject Size

JACS Subject Group	Total FPE 2009/10
Business and Administrative studies	96,905
Education	31,760
Social Studies	30,740
Subjects allied to Medicine	26,395
Engineering	25,070
Mathematical and Computer Sciences	21,075
Biological Sciences	16,990
Creative Arts and Design	16,450
Law	12,945
Architecture, Building and Planning	10,855
Historical and Philosophical studies	9,555
Mass Communications and Documentation	9,350
Lingistics, Classics and related subjects	8,205
Medicine and Dentistry	7,935
Physical Science	7,670
Technologies	2,750
Veterinary Sciences, Agriculture and related subjects	2,180
European Languages, Literature and related subjects	1,300
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	985
Combined Studies	370

Source: HEIDI (HESA)

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Services Marketing Mix

A concept that market attractiveness is determined by seven variables

- Product
- Price
- Promotional Strategy
- Physical Surroundings/Packaging
- Place & Distribution
- Process
- People

PGT HEU Price Elasticity