

University of Glasgow**Academic Standards Committee – Tuesday 15 April 2014****Revised Market Assessment Process – Update from RIO**

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Background

In September 2010, it was agreed that the Recruitment and International Office would provide market assessments for new and existing PGT programmes as part of the course and programme approval process to support the University's ambitious targets to grow and diversify its international student population. The Academic Standards Committee requested that the process supporting these assessments be reviewed by RIO. The review was presented to EdPSC in November 2013 and ASC in February 2014.

The ASC suggested that the market assessment process be revised further in light of discussion with particular attention being given to:

- ensuring that programme information submitted for market assessment provided sufficient detail about the precise nature of the programme;
- retaining a three-tier grading system but revising the nomenclature of grading to remove the red light rating and communicate more clearly that the rating was an assessment of market potential;
- encouraging further dialogue in the process post grading to mitigate against the risks of misunderstandings about the nature of proposals or further action to improve marketability.

Market Assessment Process Review

Figure 1 provides an overview of the recently reviewed market assessment process. This diagram outlines the stages and individuals who are responsible for providing market intelligence and relevant contextual information routinely provided by RIO. Figure 1 also outlines the flow of information that forms the market assessment proposal's conception through to the information provision and feedback/discussion phase. The feedback and discussion stage is circular by design allowing for further clarification or the opportunity to revisit information provided to the originator by RIO's Strategic Marketing team. This stage allows the originator to revise their proposal to ensure that any market potential is realised.



Figure 1: Market Assessment Process flow diagram

SIO	Senior International Officer
RCMO	Recruitment Conversion Marketing Officer
UKR	UK Recruitment
BDM	Business Development Manager
DoGS	Dean of Graduate Studies
DoLT	Dean of Learning and Teaching
HoS	Head of School

Review of Traffic Light assignment

In response to recommendations by the Academic Standards Committee, the traffic lights assigned to completed market assessments have been replaced with a market potential range. The new range rates market assessments as being high, mid or low in terms of their market potential. This change to the process aims to improve clarity of the summary section of the market assessment. The new range will be teamed with more detailed information to help the originators and interested parties draw on the information provided.

Further dialogue in the process post grading between RIO and the Colleges will be encouraged more to mitigate against any misunderstandings about the nature of proposals or any further action to improve marketability.

The definition of each level of market potential is outlined below:

High will be determined by:

- expected registrations (6 for Arts; 12 for Social Sciences; MVLS and Sci & Eng to be determined)
- selling points – unique?
- links to professional bodies
- clearly defined career path
- placement opportunities/project work/fieldwork trips

- College strategic fit
- market opportunity

Medium will be determined by:

- 'some' expected registrations
- 'some' SPs but not unique
- 'some' link with professional bodies
- 'some' reference to career path
- modules may require further development
- College strategic fit
- 'some' market opportunities but may not be from 'expected' markets

In cases where 'some' but 'very limited' perhaps 'niche' market potential is identified, this will be stressed by RIO.

Low will be determined by:

- fewer expected registrations than listed above
- no selling points
- no link with professional bodies
- no clearly defined career path
- no College strategic fit
- market saturation
- modules not in line with market requirements/competitor opportunities

Requested action by ASC

ASC is asked to consider the revised market assessment process outlined above for approval prior to recommendation to EdPSC in May.