Welcome

Workshop 1: The emerging Master Market

(Room: Auditorium 2)
The Emerging Master’s Market
HRK Bologna Seminar, Berlin, October 2011

Edwin van Rest - StudyPortals
My Background: The European Study Choice Platform

StudyPortals Visitor Growth

1 Million visits/month
Students have more choice, Unis more competition and diversity

**English-Taught Master’s Programmes in Cont. Europe**

*Since 2002 ~ 750% growth*

560 ACA survey 2002

1,496 ACA survey 2007

4,822 MastersPortal.eu 2011

Widespread growth, but large national differences

English-Taught Programmes on MastersPortal.eu

Top 10:
- Netherlands
- Germany
- Sweden
- France
- Spain
- Switzerland
- Belgium
- Italy
- Denmark
- Finland

Widespread growth, but large national differences
The market is evolving, large differences in mode exist.

**Taught vs Research Masters**

- combined
- taught
- research

**Masters Duration**

- >26m
- ~2y
- ~1.5y
- ~1y
- <8m

**Joint Masters**

- 2007
- 2008
- 2009
- 2010
- 2011
Offer and Popularity across Disciplines

Environmental Sciences
Law
Natural Sciences
Life Sciences, Medicine & Health
Applied Sciences, Professions & Arts
Humanities & Art
Social Sciences
Engineering & Technology
Business & Economics

Listed Programmes world USA China India UK Germany Russia Iran S-Korea UAE
Continental Europe is offering a New Product (the Master) to a new Market (the International Degree Seeker)

Target audience much larger but also smaller success rate: Marketing strategy and targeting is key

New Audience is further away: Geographically, Culturally, and linguistically

New use of information sources (internet, social Media):

Institutes horizon has exploded - Have to make choices.

Europe’s HE is generally behind on Information and Awareness (ACA*)

The Funnel Method
You only(?) need to focus on 2 end goals

1. Optimise Inflow
- Volume
- Quality
- Diversity
- Cost

2. Optimise Conversion
- Successrate
- Workload and cost

AWARENESS
INFORMING
INTERESTING
APPLYING
ENROLLING