

The right position?

PGT in a post-Browne environment

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Where we are now

- PGT – the success story
- Behind the headlines
- A crowded marketplace
- Post Browne challenges

Where we need to be

- Positioning for success
- The challenge of being ‘market-led’

How to get there

- Closer to the customer
- Value communications

PGT – the success story

- A major engine for growth and income
- More UK graduates choosing PG study
- **33%** of 08/9 entrants were international
- **48%** international market growth in past 5 years (UK = 16%)

Behind the headlines

- No growth in proportion of Masters to first degree graduates in past 5 years
- **68%** of the market is part-time UK
- Open University the major provider
- PG a default option?

A crowded marketplace with a few big winners

- **163** providers BUT
- **21** providers = **33%** of the market
- 14 are modern universities plus the Open University
- **25%** business, **10%** education
- **3** countries = **50%** of international students
- Increasing international competition: in-country and TNE

Post-Browne challenges

- Future patterns of demand
- Pricing
- Transparency of information
- Flexible provision
- New markets?

Positioning for success

- The right product:
 - who is it for?
 - why should they come?
 - what are the outcomes?
- At the right time and place
- At the right price?

The challenge of being 'market-led'

- How good is our market intelligence?
- What are the gaps?
- How can we fill them?
- A collaborative approach

Closer to the customer

- Revitalising and innovating
- Involving stakeholders
- Educating the market
- Flexible and responsive solutions

Value communications are key

- Telling the story:
 - the student voice
 - the academic voice
- The student experience – what will it be like?
- The course community
- Professional and personal benefits

Key success factors for a sustainable future

- Strategic focus
- Evidence-based
- Financially viable
- A clear value proposition
- Responsive and creative