

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

DePaul's Market Share of the Top Three Bachelor's Level Disciplines in 2001

#1 Market: Business:

DePaul 3rd largest with 8% of market share

#2 Market: Education:

DePaul 10th largest with 2% of market share

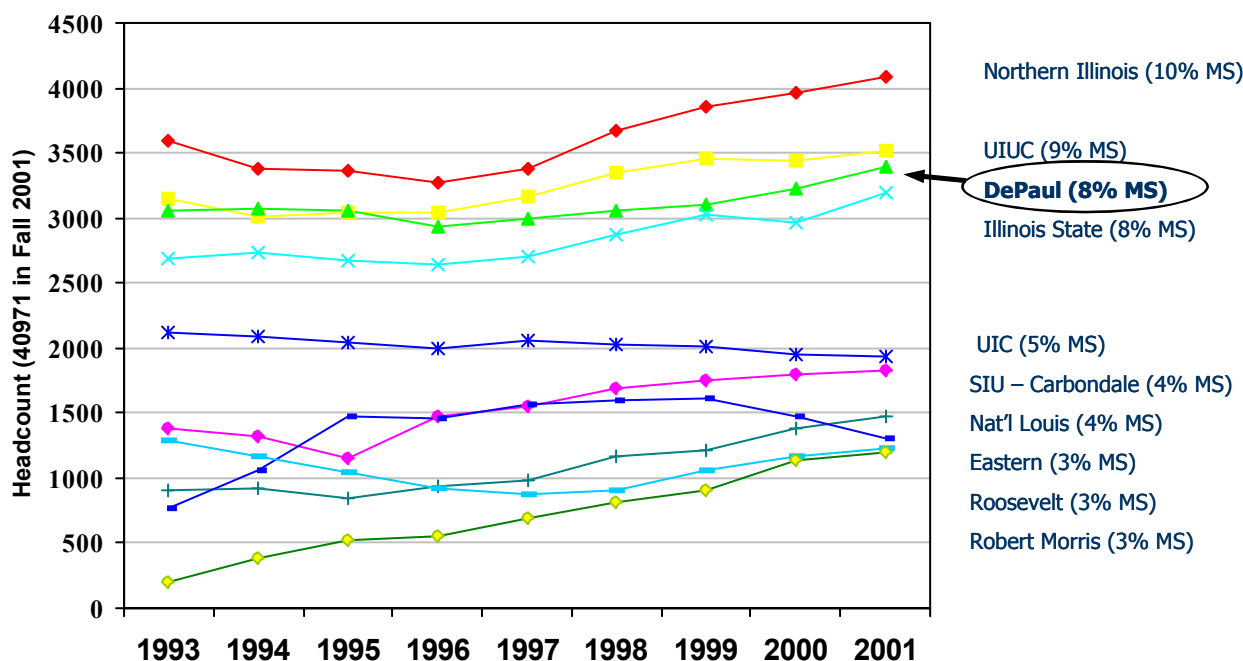
#3 Market: Visual and Performing Arts:

DePaul 11th largest with 3% of market share

DePaul is Illinois' 3rd largest provider of UG business education

- Business is the largest discipline at the bachelor's level, with 40,971 students enrolled in 2001. Business enrollment has grown 15% from 1993—2001, compared to a 7% growth in total bachelor's level enrollments.
- Enrollments in business dipped slightly in the early 1990's but have been on the rise since 1995. Market share, however, has been steady. Business accounts for 15% of Illinois' total bachelor's market.
- Four institutions account for 35% of the statewide bachelor's level enrollments. DePaul is the third largest provider, with 3,393 enrollments in 2001, and the only private institution of the top four.
- Northern Illinois enrolls the most students, with 10% of the market, followed closely by UIUC (9%), DePaul (8%), and Illinois State (8%). These institutions have shown steady enrollment increases since the mid 1990's.
- Of the top ten schools, the schools showing the largest long-term growth in business enrollments from 1993-2001 are Robert Morris (484% to 1,197 students), Eastern Illinois (67% to 1,298 students) and National Louis (63% to 1,467), although Eastern is down 20% from 1999.

Bachelor's Level Business Enrollment & Fall 2001 Market Share for Top Institutions in 2001



Source: EMR's IBHE Bachelor's Level Market Analysis, 2002