



# Market Share

ISSUE 74—NOVEMBER 2008

*Information on DePaul University's Market Prominence, Position and Performance*  
From the Division of Enrollment Management & Marketing

## What Prospective Graduate Students Are Looking For

What are prospective graduate students looking for in a master's program? To answer this question, we asked College of Computing and Digital Media (CDM), Kellstadt Graduate School of Business (KGSB), School of Education (SOE) and College of Liberal Arts and Sciences (LA&S) graduate students admitted for fall 2007 to rate the importance of 50 attributes in describing their ideal graduate program.

The top attributes differed based on college: "practical, hands-on learning" for CDM; "university with professional connections to business" for KGSB; "career placement support" for SOE; and "full-time faculty with experience in

their field of study" for LA&S.

Seven attributes appeared in three of the four college lists of the Top 10 Important Attributes. These were, in alphabetical order: "accessibility of faculty," "career placement support," "curriculum that is responsive to change," "faculty working in the field of study," "full-time faculty with experience in their field of study," "practical, hands-on curriculum" and "a university with professional connections."

These attributes echo the primary brand tenets of DePaul's graduate education: practical education, flexibility, and a respected institution.

### **Top 10 Important Attributes for an Ideal Graduate Program for DePaul Graduate Students Admitted for Fall 2007**

Top Attribute	CDM	KGSB	SOE	LA&S
1	Practical, hands on learning	University with professional connections to business	Career placement support	Full-time faculty with past experience in their field of study
2	Faculty on the forefront of technology	Curriculums that are responsive to the changing marketplace	Accessibility of advisors	Accessibility of faculty
3	Flexibility in course/program options	Full-time faculty with past corporate experience	Practical, hands-on curriculum	University with professional connections
4	Cutting-edge programs in technology	Prestigious alumni base	Opportunity for field-based learning	Adequate financial aid/scholarship package
5	Accessibility of advisors	Accessible location	Accessibility of faculty	Career placement support
6	Good value	Progressive	University with professional connections to educational institutions	Availability of concentrations within my major
7	Career placement support	Highly ranked in national publications	Flexibility in course options	Strong academic rigor
8	Curriculums that are responsive to changing market	Faculty on the forefront of technology	Curriculums that are responsive to changing trends in education	Good value
9	Accessibility of faculty	Faculty working in the field of study	Full-time faculty with past educational experience	Faculty currently working in their field of study
10	Faculty currently working in field of study	Prestigious	Adequate financial aid/scholarship package	Practical, hands-on curriculum

Source: 2007 Graduate ASQ Studies, EMR. The survey was administered online to all graduate admits in these four colleges, with a total of 411 completed surveys. The highest response rate was 36% from KGSB and the lowest was 21% from CDM.