

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

Fall 2000 Share of Business Enrollment

Northwestern 15%
University Of Chicago 14%
DePaul University 13%
Keller Grad School Of Mgt 12%
Roosevelt 5%

Fall 2000 Share of Degrees Awarded

Northwestern 17%
University Of Chicago 16%
DePaul 11%
Keller Grad School of Mgmt 8%
Loyola 6%

1993-2000 & 1998-2000 Trends in DePaul's Top 5 MBA Growth Programs:

Management Planning & Strategy
+115 students 93-00, +41 98-00

Management & Personnel
+80 students 93-00, +54 98-00

International Marketing & Finance
+70 students 93-00, -3 98-00

Management & Financial Strategy
+67 students 93-00, -30 98-00

Systems
+53 students 93-00, -30 98-00

DePaul's Share of the Master's Level Business Market

- The graduate-level business management & administrative services market is the largest in Illinois, with 18,809 students or 23% of the total Master's level enrollment.
- Although Illinois business enrollment declined 4% from 1993-99, enrollment rebounded by 5% from 1999-00.
- Northwestern, Keller, UIUC, National Louis, and Roosevelt had the largest gains from 1999-2000 (from 446 to 93 students respectively).
- U of C, DePaul and Northwestern have been co-leaders in market share throughout the 1990s. In 2000, Northwestern outpaced the U of C for 15% of the market, compared to 14% at U of C and 13% for DePaul.
- Six schools doubled their 1993 enrollment by 2000. Of this set, Keller and Roosevelt were the largest schools at 2166 and 1014 students respectively.

Illinois Schools with the Largest Share of Business Management & Administrative Services Enrollment

