

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

TOP 10 MOST IMPORTANT CHARACTERISTICS FOR THE IDEAL GRADUATE BUSINESS PROGRAM

1. Evening Programs
2. Curriculum Responsive to a Changing Market
3. University with Professional Connections
4. Full-time Faculty with Past Corporate Experience
5. Highly Ranked in National Publications
6. Accessible Location
7. Faculty on the Forefront of Technology
8. Faculty Currently Working in Field of Study
9. Prestige
10. Prestigious Alumni

What do students look for in an ideal graduate business program?

- Business is the largest Master's enrollment market in Illinois, accounting for 23% of the graduate enrollment market in Fall 2000. DePaul enrolls 13% of the Master's level market.
- For admitted students to our business programs, the top three characteristics of the ideal graduate business program were evening programs, curriculum responsive to a changing market, and professional connections.
- When students rated the extent to which these characteristics described DePaul and its competitors, DePaul led all other schools in evening classes and accessible location, 2 of the top ten characteristics.
- Students reported the greatest gaps between DePaul and its top competitors Northwestern and U of C in national publications rankings, prestige, business connections, prestigious alumni and faculty working in the field, with DePaul coming in third in all areas.
- Smaller gaps existed between DePaul and its competitors on ratings of full-time faculty with corporate experience, cutting edge technology, faculty on the forefront of technology, progressive, and responsive.

Greatest Gaps Between Ratings of DePaul and its Competitors on Characteristics Important to Ideal Graduate Business School

