

What is Education Market Research?

Contributed by DJS Research Ltd
Monday, 20 August 2012
Last Updated Monday, 20 August 2012

Education market research is market research which is carried out with schools, colleges and universities, but also with training providers and other industry organisations - such as teachers' unions or awarding bodies. Education market research has become increasingly important with the advent of higher university fees in 2012; universities in particular are having to gain a clearer understanding of what sets them apart from their competitors and the best way to communicate this point of differentiation to prospective students.

Market research in the education sector may cover numerous aspects, including student and staff satisfaction, course availability, new course development, branding exercises and non-joiner research - particularly within independent schools in the UK. As the cost of education rises, it seems likely that universities and colleges will have to gain an even greater understanding on what prospective students want, and seek to provide it in order to avoid losing these individuals to other routes, such as apprenticeships or entry level vocations.

DJS Research Ltd has vast experience of carrying out education market research . For more information, visit the company's home page or call them on +44 (0) 1663 767857.

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