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| **MARKET INTELLIGENCE REPORT REQUEST FORM** |
| In order for a programme to be considered by Programme Management Board this form needs to be completed. The Programme Proposer should complete this form but it is acknowledged this is often supported.Once completed send to Dr Mark Skippen, Head of Marketing Intelligence – Marketing, Recruitment and International: m.w.skippen@swansea.ac.uk.If you have any questions or would like further information, guidance and support, please visit [Academic Quality Services](https://qualityservices.swansea.ac.uk/) or contact m.w.skippen@swansea.ac.uk. |
| **Who is proposing this programme?**(please include your name/s with prefix and suffix and your role title) |  |
| **School/s or College/s where this programme is envisaged to be situated** |  |
| **Author of this document if different to the proposer:**(please include your name with prefix and suffix, and your role title) |  |
| **Date form completed** |  |
| **Proposed nomenclature and title of programme** |
| What title is proposed for this programme (e.g. MSc Aerospace Engineering) |  |

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| **Programme description** |
| What is the likely content of the programme(max. 150 words) |
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| Will the programme be available Full-time/Part-time/both |
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| Will the programme involve a collaborative partner, and if so who? |
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| Which academic year are you anticipating that the programme would commence? | Month | Academic Year |
| Will multiple start dates be available? | If yes, at what points in the year? |
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| **Key selling points for programme** |
| What are our existing strengths or facilities related to this subject? |
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| Do we have any existing, or will we be seeking, links with industry, government, professional bodies including accreditation? Please describe the current position and your plans |
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| **Are there any other aspects of the programme that would differentiate us from existing provision at other institutions?** |
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| **Proposed entry requirements – do you have any thought on the entry requirements you would require? This will help us compare recruitment on existing programmes elsewhere.** |
| Academic requirements |
| English Language requirement (IELTS) |  |

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| **Proposed tuition fee (£)** |
| UK/EU (Home) students | *UK/EU - £ (per year)* |
| International students | *International - £ (per year)* |

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| **Student recruitment market information -** Are you aware of any evidence of interest from specific markets e.g. UK, India, China etc. **What is this evidence?** |
| Evidence of interest from specific countries or markets |  |
| Funded places available |  |

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| **College/School advertising and promotion** |
| What marketing activity is planned *in addition to* the inclusion of this degree on the University website and prospectus? |  |
| Will any College/ School specific scholarships be available for this programme? |  |
| **Expected student numbers** |
| First year intake in Year 1 |  |
| First year intake in Year 2 |  |
| First year intake in Year 3 |  |
| **Sign off proposer(s)** |  | **Date** |  |

**Upon complete please return this form to m.w.skippen@swansea.ac.uk**