|  |  |
| --- | --- |
| **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](mailto:m.w.skippen@swansea.ac.uk) and [m.d.rowe-haynes@swansea.ac.uk](mailto:m.d.rowe-haynes@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](mailto: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** | [Day/ Month / Year] |
| **Proposed nomenclature and title of programme** | |
| What title is proposed for this programme | [e.g. MSc Aerospace Engineering] |

|  |  |
| --- | --- |
| **Programme description** | |
| What is the likely content of the programme(max. 150 words) | |
| [Topics covered] | |
| Will the programme be available Full-time/Part-time/both? | |
| [Full-time / Part-time] | |
| Will the programme involve a collaborative partner, and if so who? | |
| [Yes/No] | |
| Which academic year are you anticipating that the programme would commence? | |
| [Month/Year] | |
| Will multiple start dates be available? If yes, at what points in the year? | |
| [Yes / No] | [Months of entry] |

|  |
| --- |
| **Key selling points for programme** |
| What are our existing strengths or facilities related to this subject? |
| [e.g. Research groups / specialist equipment or facilities] |
| 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 |
| [e.g. Tata work placements agreed] |
| **Are there any other aspects of the programme that would differentiate us from existing provision at other institutions?** |
| [e.g. examples of programmes at other institutions] |

|  |  |
| --- | --- |
| **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:  [e.g. 2.2] | |
| English Language requirement (IELTS) | [e.g. 6.5 average with at least 5.5 for individual element.] |

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

|  |  |
| --- | --- |
| **Student recruitment market information -** Are you aware of any evidence of interest from specific markets. **What is this evidence?** | |
| Evidence of interest from specific countries or markets | [e.g. UK, India, China etc. For example I was involved in a similar programme at another institutions that recruited well from these markets] |
| Are funded places available?  If yes, how many? | [e.g. funded by the NHS]  [Yes /No] |

|  |  |  |  |
| --- | --- | --- | --- |
| **College/School advertising and promotion** | | | |
| What marketing activity is planned *in addition to* the inclusion of this degree on the University website and prospectus? | [e.g. promotions through a professional body] | | |
| Will any College/ School specific scholarships be available for this programme?  If yes, how many? | [Yes /No] | | |
| **Expected student numbers** | | | |
| First year intake in Year 1 | [e.g. 10] | | |
| First year intake in Year 2 | [e.g. 20] | | |
| First year intake in Year 3 | [e.g. 30] | | |
| **Sign off proposer(s)** |  | **Date** |  |

**Upon complete please return this form to** [**m.w.skippen@swansea.ac.uk**](mailto:m.w.skippen@swansea.ac.uk) **and** [**m.d.rowe-haynes@swansea.ac.uk**](mailto:m.d.rowe-haynes@swansea.ac.uk)