

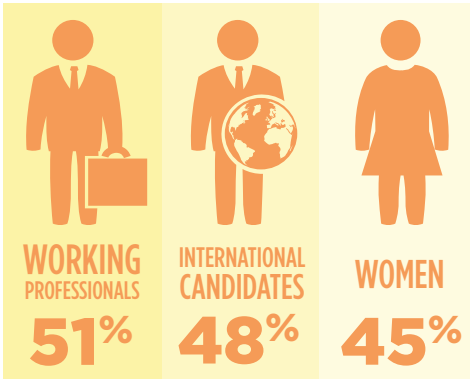
gmac.com/applicationtrends

EMPLOYER FUNDING

99%

of all professional programs report that at least one of their students will receive financial support from their current employer.

Top 3 Candidate Types Targeted for Outreach by All Programs



MOST COMPETITIVE PROGRAM TYPES, BY MEDIAN ACCEPTANCE RATE

Full-Time 2-Year MBA

42%

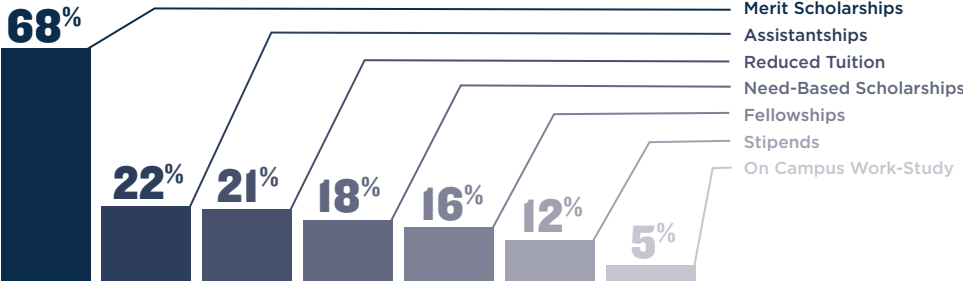
Master of Finance

45%

Master in Data Analytics

47%

% of All Programs Offering Tuition Assistance



Full-Time MBA Program Application Growth

57% OF ONE-YEAR MBA PROGRAMS REPORT APPLICATION VOLUME GROWTH

VS

43% OF TWO-YEAR MBA PROGRAMS EXPERIENCED APPLICATION VOLUME GROWTH

Up in 2016

Programs Types with More Reporting Application Growth

- Full-Time One-Year MBA
- Online MBA
- Executive MBA
- Master in Data Analytics
- Master of Finance
- Master in Management

Down in 2016

Programs Types with More Reporting Application Decreases

- Full-Time Two-Year MBA
- Part-Time MBA
- Flexible MBA
- Master of Accounting

Strong Numbers for Master in Data Analytics Programs

94% report growing application volume

93%

report increasing applications from women*

*highest growth rate in female applications for all programs