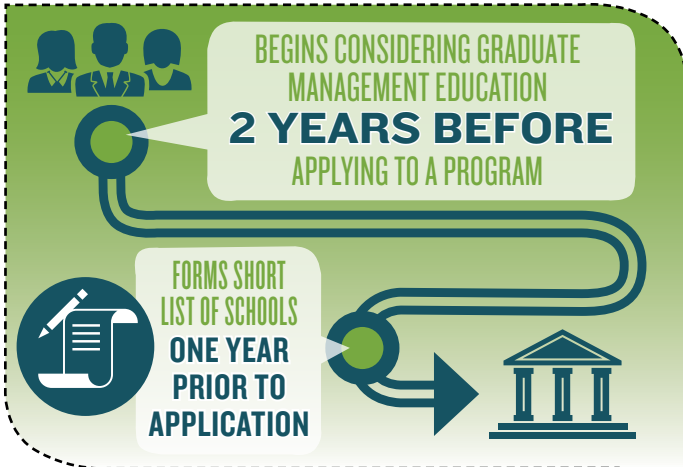


gmac.com/prospectivestudents

PLANNING



LEARNING

ONLINE MBA CANDIDATES PREFER COURSES DELIVERED:

90% ONLINE **VS** **10%** IN-CLASSROOM

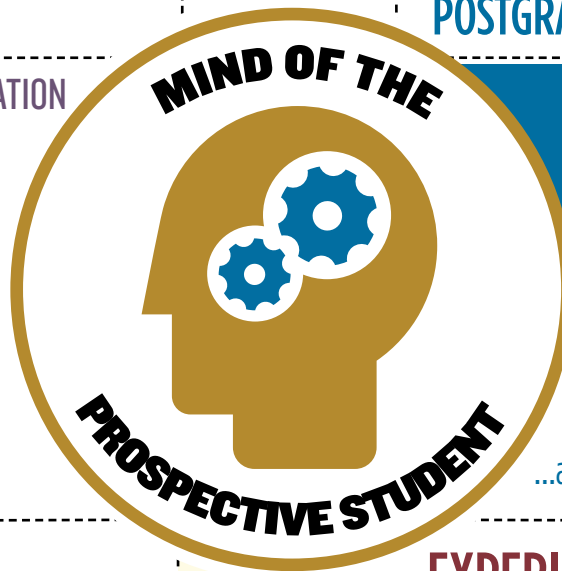
FULL-TIME TWO-YEAR MBA CANDIDATES PREFER COURSES DELIVERED:

14% ONLINE **VS** **86%** IN-CLASSROOM

CONSIDERATION

GRADUATE MANAGEMENT EDUCATION
CONSIDERATION TRIGGERED BY:

- 27%** NEW JOB SEARCH AND LACK OF SKILLS TO BE COMPETITIVE
- 17%** PLATEAU REACHED AT WORK
- 17%** LACK OF KNOWLEDGE TO DO JOB



POSTGRADUATE CAREER ASPIRATION

71%
...are interested in a single industry

61%
...are interested in a single job function

DECISION MAKING

PROFESSIONAL MBA CANDIDATES INFLUENCED BY
THESE PARTICULAR PROGRAM FEATURES:

- COURSE FORMAT**
- CONVENIENT CLASS SCHEDULES**
- PROXIMITY TO HOME**

EXPERIENCES

