

Online & Hybrid Learning

Regional Profiles | Latin America

Employer sentiment about the value of online degrees relative to in-person programs is positive compared to other regions, though like in other places, recruiters maintain their concerns about the technical, communication, and leadership skills graduates develop in online programs. Though candidate preference for online or hybrid degrees remains relatively limited, prospective students' views are growing steadily more favorable.

66% Of employers agree their organization values graduates of **online and in-person programs equally** in 2023

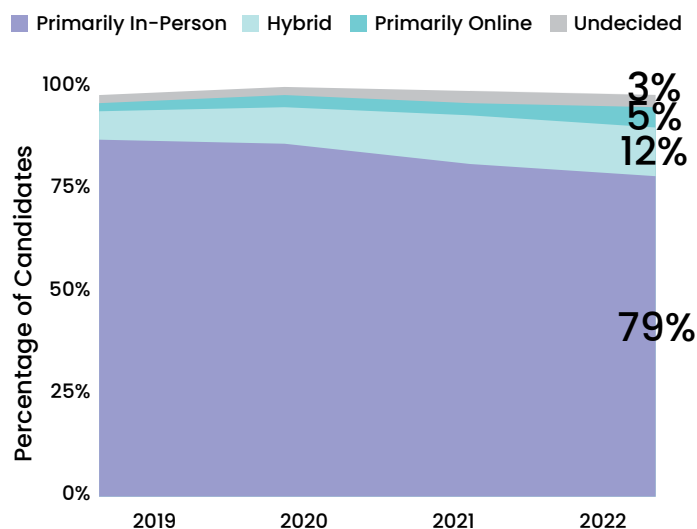
67% Of employers agree in-person programs impart stronger **communication and leadership skills** than online programs in 2023

64% Of employers agree in-person programs impart stronger **technical skills** than online programs in 2023

Interest in in-person programs in Latin America has decreased by almost 10 percentage points since 2019, falling to 79 percent in 2022.

The gains here are mainly in hybrid programs, which have almost doubled their share of interested candidates from 7 percent in 2019 to 12 percent in 2022.

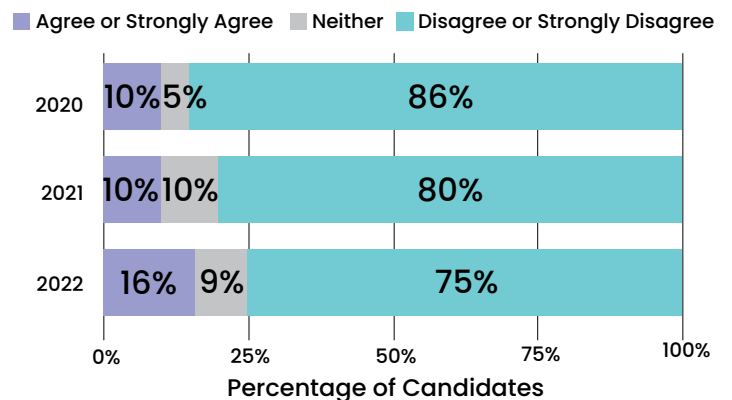
Candidates' Preferred Program Delivery Over Time



Prospective students in Latin America are growing more favorable towards online degrees.

The share of Latin American candidates outright disagreeing that online and in-person programs have the same value has decreased more over time compared to other regions.

Agreement with the statement: "A graduate business education acquired through on-campus experiences offers same value as an online degree."



8%

Of prospective students agree in-person and online programs offer equivalent **networking opportunities** in 2022



11%

Of prospective students agree in-person and online programs offer equivalent **career opportunities** in 2022



27%

Of prospective students would pursue an **online degree at a higher ranked school** over an in-person degree at a lower ranked school in 2022