

Market Intelligence

Graduate
Management
Admission
Council®

Market Intelligence 2019





This booklet highlights opportunities for your business school to leverage data and insights to enhance market-driven strategic decision making through the research content and resources we produce at the Graduate Management Admission Council (GMAC), the premier provider of market intelligence for graduate management education (GME).



Assessment Data

The most widely used test for graduate business school admissions, the GMAT® exam, is taken about a quarter million times annually and about half a million score reports are sent to business school programs around the world each admissions cycle.

Available exclusively from GMAC, the data generated from examinees and their score sending provide business school leaders in admissions, recruitment, and marketing with valuable insight into trends in demand for global GME.



For more, visit [gmac.com/assessmentdata](https://www.gmac.com/assessmentdata)



Profiles of GMAT® Testing Reports

Our annual report series offers a five-year summary of GMAT test-taking volumes, with detailed breakdowns by citizenship and residence of the demographic and study preference data collected from roughly a quarter million GMAT exams taken annually worldwide.

In addition to leveraging these data for market-sizing insights, school professionals can build detailed candidate profiles for specific countries or world regions, track student mobility based on program preference, and develop targeted outreach and recruitment strategies.

Three GMAT profile reports are produced each testing year:

- **Citizenship:** GMAT exam and score-sending data based on region and country of citizenship
- **Residence:** GMAT exam and score-sending data based on region and country of residence
- **North America:** GMAT exam and score-sending data based on us region and state of residence, race/ethnicity of us citizens, and Canadian province of residence

242k+

GMAT exams taken in testing year 2018

25.4

Mean age of GMAT examinees in testing year 2018

43%

Percentage of exams taken by women in testing year 2018



For more, visit gmac.com/profile



GMAT® Geographic Trend Report

Our GMAT Geographic Trend Report presents mobility trends in the GME student pipeline based on the last five testing years of GMAT exam data, providing you with an intelligence edge for your international recruitment in both established and emerging markets.

Two editions of the report are produced each testing year:

- **PDF Report:** Shares overall key findings, in addition to trends by region, including examinee demographics and score-sending destinations and program types by citizenship; region as a study destination; and profiles of candidates from the top countries in each region.
- **Excel Data File:** Provides you with filterable data tables to explore international examinee and score-sending trends. Available data include GMAT exam volumes, score sending, and demographic details by examinee region/country of citizenship and residence, as well as GMAT score reports received by school region and the number of active GMAT accepting programs by school region and program type.

Available exclusively to school professionals at GMAC member schools and institutions that accept the GMAT exam.

7,110

Programs worldwide that accepted the GMAT exam in testing year 2018

34%

Percentage of GMAT score reports sent to business master's programs in testing year 2018

21%

Percentage of GMAT exams taken by engineering or science majors in testing year 2018



For more, visit gmac.com/geographictrends





GMAC[®] Survey Series

GMAC's survey research provides insights across the student life cycle, from candidates' first consideration of GME to alumni career trajectories and professional satisfaction.

Graduate business school programs that participate in select surveys receive exclusive benefits, including access to **interactive data reports**, which enable you to explore the surveys question-by-question and filter the data by multiple variables. You also receive access to **benchmark reports**, which allow you to compare your programs' survey results to those of your peer programs.



For more, visit gmac.com/surveys



mba.com Prospective Students Survey

The mba.com Prospective Students Survey—an ongoing monthly online survey of individuals who register on mba.com—is the largest data resource of its kind available to the GME community. It provides an inside look into the motivations, preferences, program choices, needs, and opinions of thousands of individuals who are contemplating taking the GMAT exam in preparation for applying to a graduate business school program.

Survey topics include:

- The path to business school
- Program types considered
- Program preferences
- Study destination preferences
- School selection criteria
- Financing plans
- Desired b-school outcomes
- Candidate profile

School professionals at institutions that accept the GMAT exam have access to the interactive data report.

9,471

Respondents represented in the 2018 interactive data report

79%

Percentage of candidates considering MBA programs

50%

Percentage of candidates who indicate data analytics is a "must-have" in their ideal business program's curriculum



For more, visit gmac.com/prospectivestudents



Global GME Candidate Segmentation

GMAC partnered with Ipsos, a global market research firm, to carry out a segmentation study of GME applicants designed to differentiate segments of candidates along two dimensions of motivation: candidates' motivations to pursue GME and candidates' motivations to apply to a specific school.

The outcome of the study was the establishment of seven well-defined, global candidate segments:



Respect Seekers pursue GME for the recognition and respect it commands.



Global Strivers seek an international career, and through a GME they aim to gain international exposure.



Balanced Careerists are driven to advance their careers but need to integrate GME with their busy lives.



Career Revitalizers are seasoned professionals driven by a desire to reinvent themselves and advance their career.



Socio-Economic Climbers seek GME to provide themselves, and their children, with a better future.



Skill Upgraders are motivated to improve their skill sets so they can be viewed as experts in their field.



Impactful Innovators seek to develop their skills so they can start their own business.



Which segments do your programs attract?

Partner with GMAC to take advantage of two different ways of determining how the segments are distributed among your current classes and prospective students.

Our **segmentation survey** quickly identifies respondents' best-fit segment in just seven questions. We provide you with individual survey links to send to as many different groups as you like (for example, your current full-time MBA class or a specific subset of your prospective students). Responses are anonymous and we provide you with a customized report detailing the segmentation distribution for each group surveyed.

Our **segmentation lead-gen tool** can be hosted on your website or social media page. It uses the same seven questions to identify respondents' best-fit segment and collects their email address. You'll

receive reports detailing individuals' best-fit segment and email address so you can follow up with them using messaging tailored to their segment.

How do I best market my programs to the different segments?

The **Global Candidate Segmentation Playbook** provides you with data and insights to plan and execute program marketing campaigns informed by the segmentation framework.

Based on the survey responses of nearly 10,000 mba.com registrants, the playbook is organized around the four Ps of marketing—product, place, price, promotion—and provides insights into how the seven segments uniquely relate to the various facets of these four elements of an effective marketing strategy.



Access the segmentation playbook and other resources at gmac.com/segments



Application Trends Survey

Our annual survey of business school admissions offices offers timely insights on the current market for graduate business school applicants. Reflecting the growing diversity of global GME, the survey's findings breakdown candidate demand across world regions and program types, including full-time MBA, professional MBA, business master's, and doctoral programs.

Survey topics include:

- Overall trends in demand for GME
- Application volume trends by program type and world region
- Applicant pool composition by gender, citizenship, and work experience
- Expected changes in enrollment rates, acceptance rates, and program size
- Candidate recruitment and outreach targets
- Employer funding and tuition assistance

Participating programs have access to the interactive data report and can generate benchmark reports.

1,087

Graduate business school programs participated in the 2018 survey

71%

Percentage of programs that offered merit-based scholarships in 2018

90%

Percentage of programs that reported their applicant pool was equally or more qualified than the previous year



For more, visit gmac.com/applicationtrends



Corporate Recruiters Survey

Our annual survey of employers — conducted with our survey partners EFMD and MBA Career Services Council — offers vital insights to keep business schools up-to-date on the latest trends in the hiring market for recent MBA and business master's graduates. The survey's findings provide business school leaders with insights to maintain their programs' relevance and provide career services professionals with useful data to better position their graduates for success.

Survey topics include:

- Employer hiring plans by candidate type
- Job function and job-level placements for new business school hires
- Expected starting salaries, starting bonuses, and benefits packages
- Internship offering plans and intern hiring by candidate type
- Skill sets, qualities, and traits employers look for in making hiring decisions
- Recruiter behavior, including recruitment methods and candidate selection criteria

Participating programs have access to the interactive data report and can generate benchmark reports.



1,066

Employers participated in the 2018 survey

81%

Percentage of employers who work directly with business schools who planned to hire MBAs in 2018

60%

Percentage of employers who sought to hire business school grads to fill operations and logistics positions in 2018



For more, visit gmacc.com/corporaterecruiters



Alumni Perspectives Survey

Quantifying the outcomes of your business school's alumni is not only a prudent self-assessment but can be a bounty of positive evidence on the value of GME to share with prospective applicants. Our annual survey of business school alumni around the globe is the most widely used and prominently cited survey of its kind in the industry.

Survey topics include:

- The value of GME
- International business education
- Satisfaction with the business school experience
- Likelihood to recommend program to others
- Career outcomes and the effects of a GME degree
- Annual salary and additional compensation
- Professional satisfaction

Participating programs have access to the interactive data report and can generate benchmark reports.

10,882

Business school alumni participated in the 2018 survey

68%

Percentage of part-time MBA alumni who agree they received more promotions than peers without their degree

95%

Percentage of alumni who would recruit a student from their alma mater for a job



For more, visit gmac.com/alumniperspectives





White Papers

GMAC produces in-depth reports on specific topics affecting GME multiple times per year. Drawing on our extensive data sources, as well as reputable external research, we provide detailed analysis, commentary, and actionable recommendations school professionals can't find anywhere else.



For more, visit [gmac.com/whitepapers](https://www.gmac.com/whitepapers)



Recent white papers include:

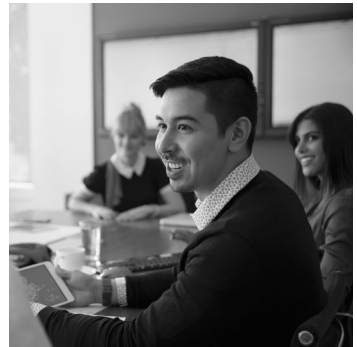
Unpacking the Appeal of For-Profit Graduate Business Programs to Underrepresented Populations

This paper details a study conducted by GMAC in partnership with marketing strategy firm globalsojourn to learn more about the underrepresented population (URP) recruitment success of for-profit GME programs and what possible implications may be for nonprofit programs in their efforts to increase diversity in their applicant pools. The paper also highlights best practice examples of nonprofit program URP engagement from UC Berkeley and Vanderbilt. **PUBLISHED JUNE 2018.**



Keeping Pace: Insights and Strategies for the Future of US Part-Time MBA Programs

This paper explores the application stagnation to US part-time MBA programs; highlights shifting candidate needs and approaches some programs have taken to innovate; evaluates the current part-time MBA value proposition; and identifies opportunities and strategies for programs to stay relevant. **PUBLISHED APRIL 2018.**





Webinars

Join our research team for live virtual presentations on a variety of topics throughout the year. Can't make a live broadcast? We make the webinar recording, slides, and transcript available on our website to all school professionals from schools that accept the GMAT exam.



For more, visit gmac.com/researchwebinars



Conference Sessions and Workshops

GMAC market intelligence is a staple at our Leadership and Annual Conferences, as well as at our regional conferences.



Visit gmac.com/upcomingevents
for the list of upcoming GMAC conferences



Research Briefs

Our research briefs provide you with timely, short-form analysis on specific subjects of interest to the GME community. Topics span the breadth and depth of GME, recently including an early look at Gen Z, the next generation of business school candidates, and our annual Key Diversity Statistics series, which provides data and analysis on US URPS.



Visit gmac.com/researchbriefs
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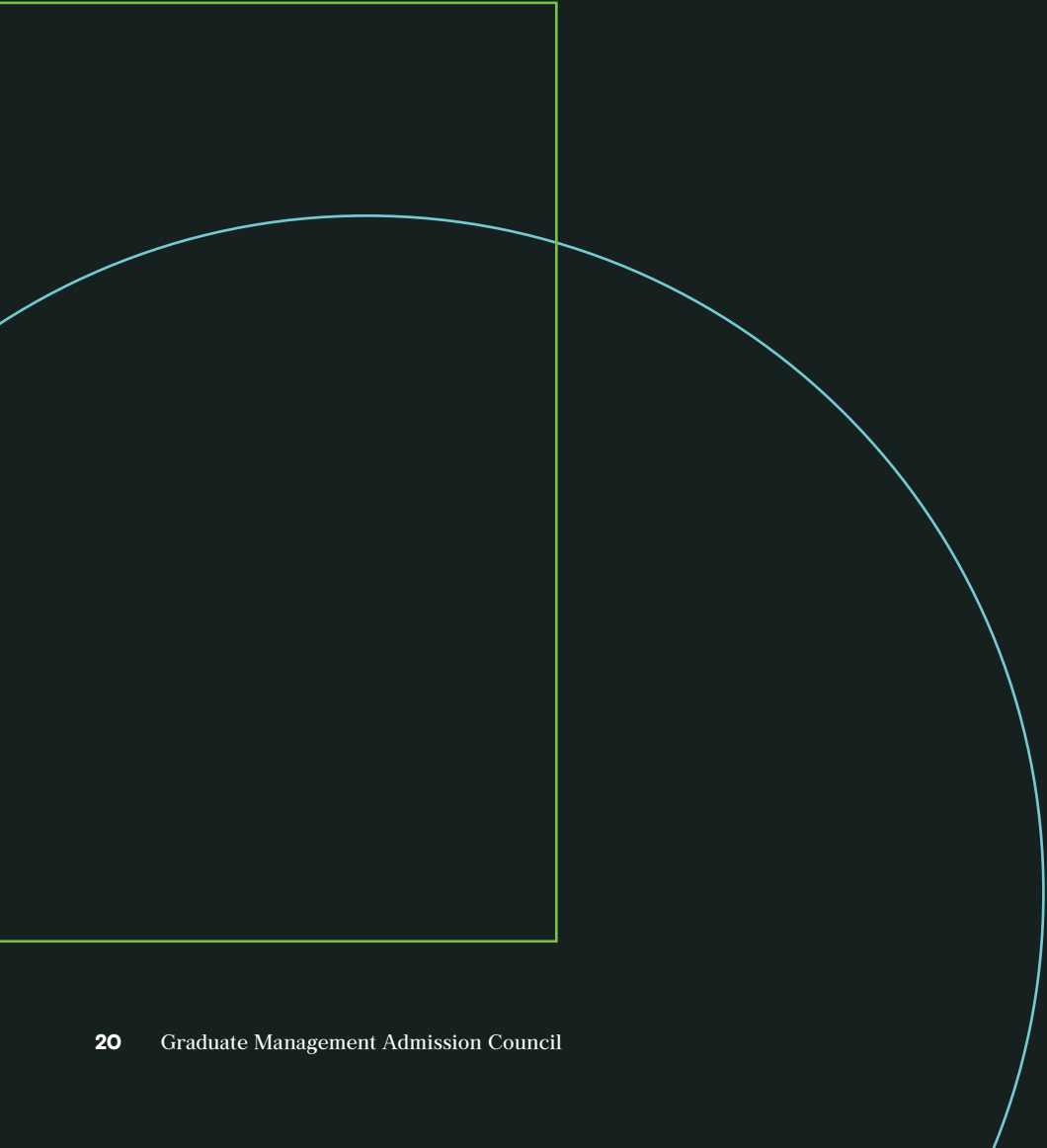
Look for articles by GMAC Research on GMAC Advisor, the official blog of the Graduate Management Admission Council. In addition to announcements of our latest reports and our Chart of the Month series, article topics cover the span of GME. To subscribe, visit your GMAC account profile or [gmac.com/gmacadvisor](https://www.gmac.com/gmacadvisor).

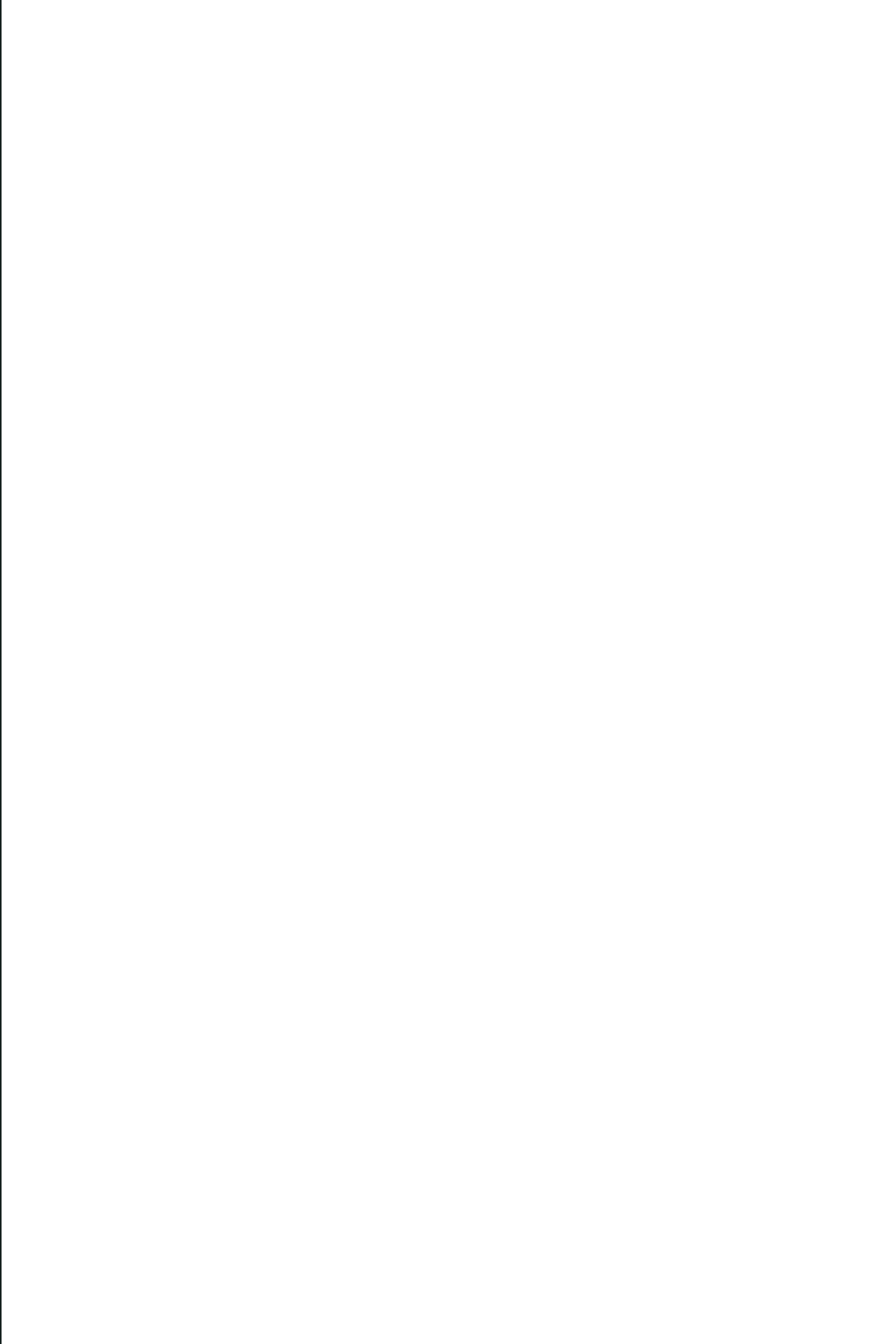
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