

Research Snapshot

Enrolling the Incoming Class of 2021

Insights into diverse journeys of GME candidates

gmac.com/prospectivestudents

Career goals vary by the preference for program type and study destination



* Program preference (MBA vs. business master's). Preference for a study destination relative to the citizenship (domestic vs. international).

Candidate concerns about the impact of COVID-19 is waning

Proportion of respondents reporting that they are extremely or very concerned has declined from 41 percent in July to 33 percent in December, 2020.



Demand for graduate management education accelerates for the incoming class of 2021 as candidates pursue diverse pathways to achieve career goals

