APPLICATIONS ARE UP FOR A MAJORITY OF FULL-TIME MBA PROGRAMS

51% 1-Year MBA Programs

57% 2-Year MBA Programs
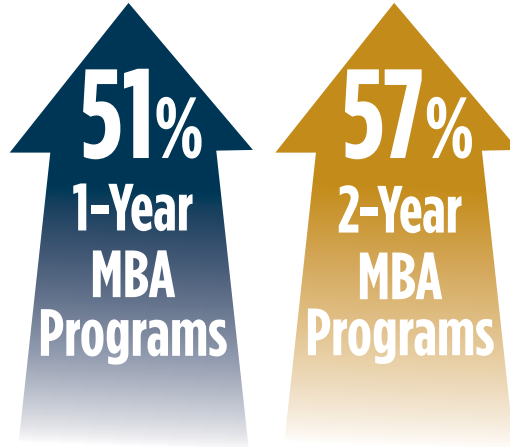
TOP CANDIDATE TYPES TARGETED FOR OUTREACH BY PART-TIME MBA PROGRAMS:

80% WORKING PROFESSIONALS

43% MILITARY

41% WOMEN

SPECIALIZED MASTER'S PROGRAMS SEE INCREASED APPLICATIONS

MARKETING/ COMMUNICATIONS **75%** of programs

FINANCE **60%** of programs

DATA ANALYTICS **100%** of programs

ADMISSIONS CRITERIA THAT COUNT THE MOST:

FULL-TIME MBA

GMAT EXAM SCORES	**22%**
INTERVIEW	**20%**
ACADEMIC TRANSCRIPTS	**19%**

SPECIALIZED BUSINESS MASTER'S

ACADEMIC TRANSCRIPTS	**31%**
GMAT EXAM SCORES	**24%**
RESUME	**14%**

The 2015 Application Trends Survey Report, released September 2015 by the Graduate Management Admission Council, features data and analysis of year-on-year graduate management application volume trends, applicant pool composition, targeted candidate outreach, and more.