

11.0701 Computer Science

AI Report

CIP: 11.0701 Computer Science

Market: National

Award Level: Bachelors

The program exhibits robust student demand and high employment potential, yet faces challenges with intense competition and costs in the market.

Overview

With a National Completions value of 72,741, the program enjoys a high completion percentile of 99, reflecting its significant presence in the market. Despite the program's strengths in Student Demand and Employment, such as high Google Search Volume and excellent entry-level salaries, it struggles with high competitive intensity and costs, as evidenced by its low Google Search Cost per Click percentile. The program must navigate these competitive challenges to maintain its market position and capitalize on its strengths.

Student Demand

The program shows outstanding Student Demand, with a Google Search Volume of 3,947,040 placing it in the 99th percentile. This is supported by a strong Google Search YoY Unit Change of 309,640, ranking in the 94th percentile, indicating growing interest. New Student Enrollment Volume is equally impressive at 58,906, also in the 99th percentile, highlighting the program's attraction to new students. There is, however, a modest Google Search YoY Percentage Change of 9%, ranking only in the 56th percentile, suggesting a stabilization of growth. Overall, the program's high demand is evident, yet future growth may necessitate rejuvenated marketing strategies.

Employment

Employment prospects for graduates are strong, with an Entry Level Salary of \$82,053 and a Post Entry Level Median Salary of \$105,288, placing these in the 99th and 98th percentiles, respectively. Additionally, there are 163,956 Job Postings, ranking 99th, indicating ample opportunities for graduates. Job Postings per Graduate at 2.3 rank in the 91st percentile, signifying a healthy job market for new professionals. However, the BLS 3-Year Historic Growth is only 3%, placing it in the 10th percentile and indicating slow growth in job opportunities. Despite this, the low Underemployed Percent of Graduates at 15% places it in the 100th percentile, showing graduates often secure appropriate employment.

Competitive Intensity

Competitive Intensity is significant, with 1,102 Campuses with Graduates placing the program in the 1st percentile, indicating high saturation. Institutions with Online In-Market Students also rank at the 1st percentile with 137, showing high competitive presence online. The Google Search Cost per Click of \$21.00 places it in the 8th percentile, underlining the financial challenge in marketing the program. Furthermore, a Google Competition Index of 0.09 ranks in the 63rd percentile, signaling moderate online competition intensity. To maintain competitive, strategic investment in marketing and differentiation is necessary to reduce cost pressures and improve market share.



Criterion	Value	Percentile
Student Demand		
Google Search Volume	3,947,040	99
Google Search YoY Unit Change	309,640	94
Google Search YoY Percentage Change	9%	56
New Student Enrollment Volume	58,906	99
New Student Enrollment Volume YoY Unit Change	975	99
New Student Enrollment Volume YoY Percentage Change	2%	54
On-ground Completions at In-Market Institutions	65,862	99
Online Completions by In-Market Students	6,879	99
Sum of On-ground and Online Completions	72,741	99
Completion Volume YoY Unit Change	3,467	100
Completion Volume YoY Percentage Change	5%	72
Employment		
Entry Level Salary	\$82,053	99
Post Entry Level Median Salary	\$105,288	98
Job Postings per Graduate	2.3	91
BLS 1-Year Historical Growth	4%	69
BLS 3-Year Historic Growth	3%	10
Underemployed Percent of Graduates	15%	100
Job Postings	163,956	99
BLS Current Employment	852,773	99
Competitive Intensity		
Campuses with Graduates	1,102	1
Campuses with Graduates YoY Unit Change	-2	85
Institutions with Online In-Market Students	137	1
Average Program Completions	60	97
Median Program Completions	19	88
YoY Median Program Completions Unit Change	0	71
YoY Median Program Completions Percentage Change	0	71
Google Search Cost per Click	\$21.00	8
Google Competition Index	0.09	63
National Online Institutions	154	1
National Online Percent of Institutions	13%	76
National Online Percent of Completions	9%	70
Degree Fit		
National Completions	72,741	99