

Demand for Higher Education Programs

September 25th, 2025

Agenda

What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

How Do You Like Your Data?

Summary

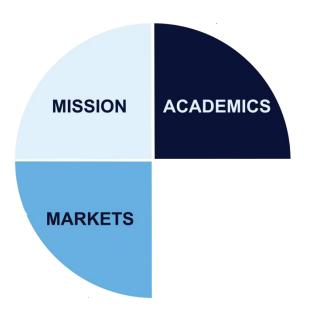


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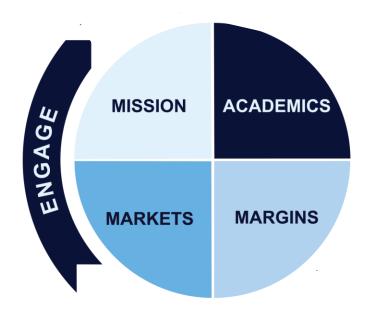




















Program Evaluation System Overview



Agenda

What is a Program Evaluation System?

Student Demand: Google Keywords

Employment: Current Indicators

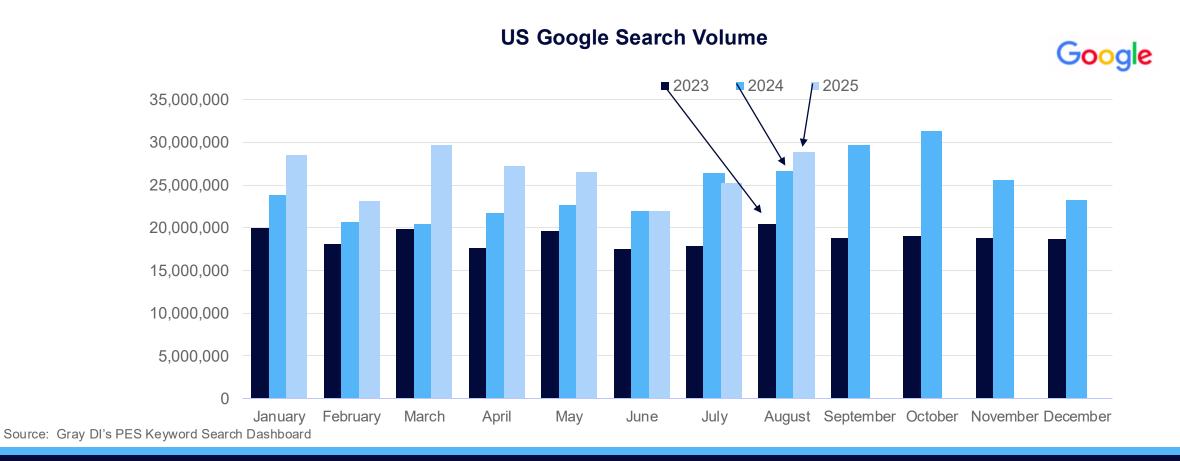
How Do You Like Your Data?

Summary



Google Search Trends: Programs

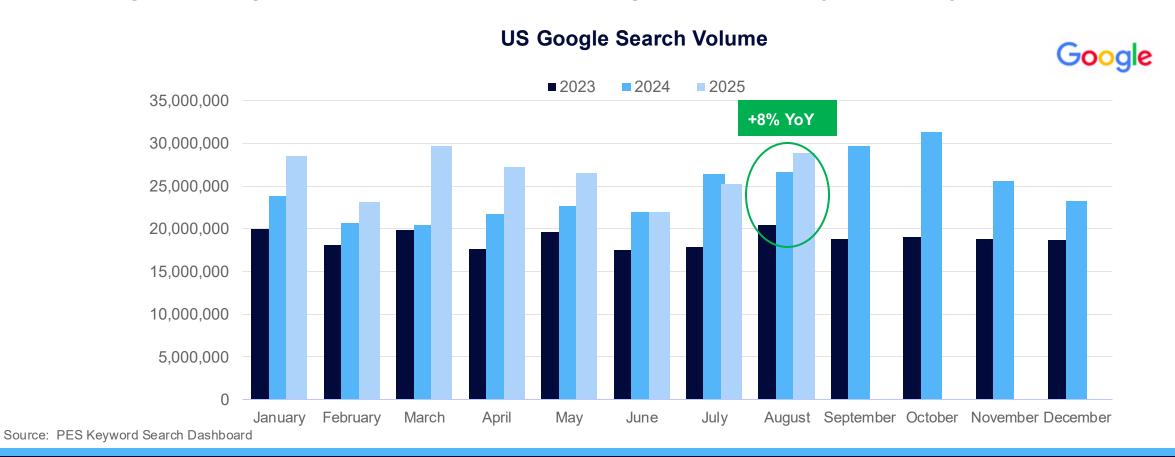
Gray DI tracks searches for over 900 programs (90% of all US completions).





Google Search Trends: Programs

In August, Google searches for academic programs rose 8% year-over-year.



13

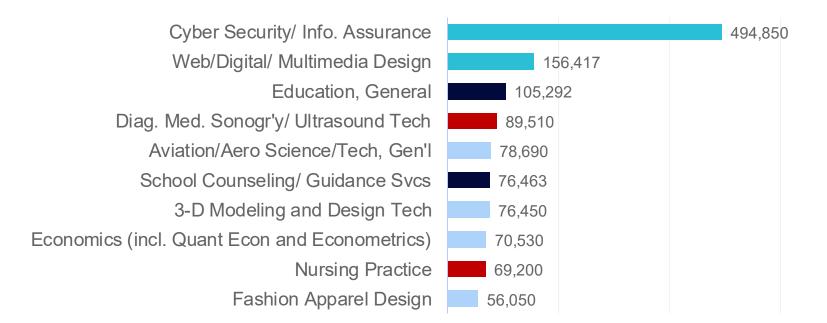


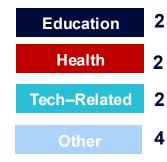
Google: Programs with Fastest-Growing US Search Volumes

In August, searches for Cybersecurity programs grew by almost 500k YoY.









Source: PES Keyword Search Dashboard



Highest Cost-per-Click for Academic Programs

In August, Medical Billing and Coding had the highest cost-per-click.



Source: PES Keyword Search Dashboard

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What is a Program Evaluation System?

Student Demand: Enrollment

Employment: Current Indicators

How Do You Like Your Data?

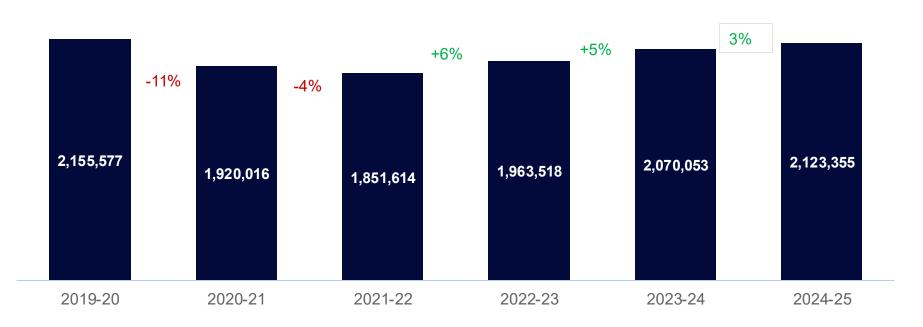
Summary



New Enrollment: Community Colleges

In Academic Year 2024–25, Community College new enrollment increased 3% year-over-year.*





Source: Gray DI's PES Program Enrollment Dashboard

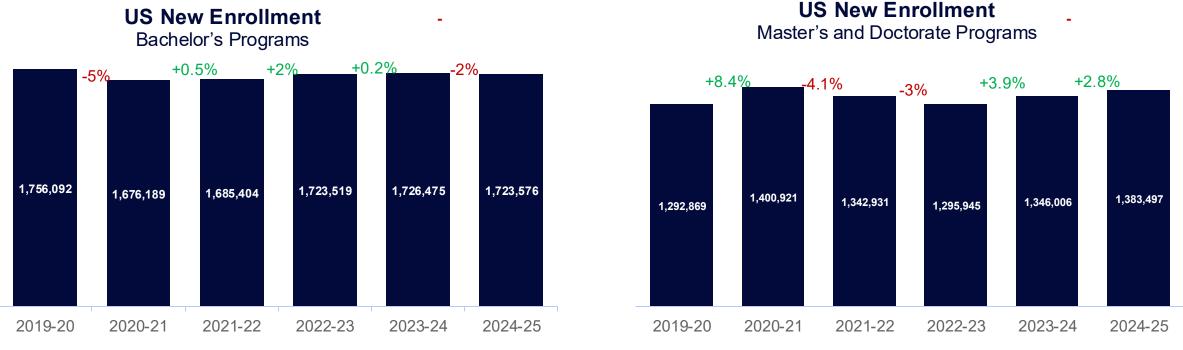
*Includes summer session



New Enrollment: Bachelor's and Graduate

In Academic Year 2024-2025, bachelor's new enrollment fell 2% year-over-year.*

Master's and doctorate rose 2.8%.



Source: PES Program Enrollment Dashboard

*Includes summer session

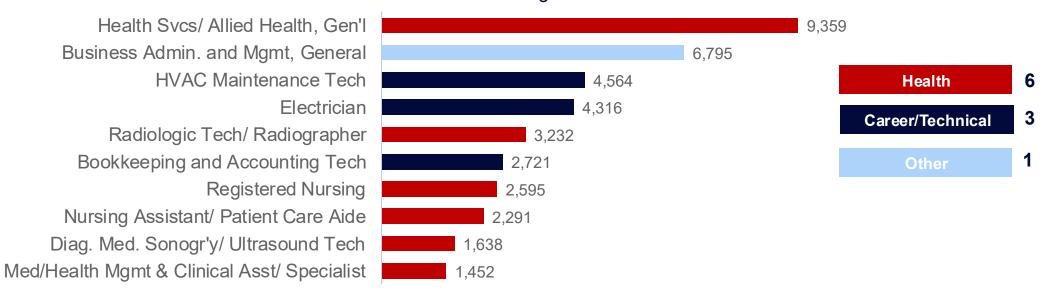


Associate and Certificate: Year-over-Year Unit Growth

In 2024–2025, six of the 10 fastest-growing programs were in healthcare.*

US Fastest-Growing New Enrollment

Certificate and Associate Programs 2024–2025 YoY Unit Change



Source: PES Program Enrollment Dashboard *Includes summer session

2

3

3

2

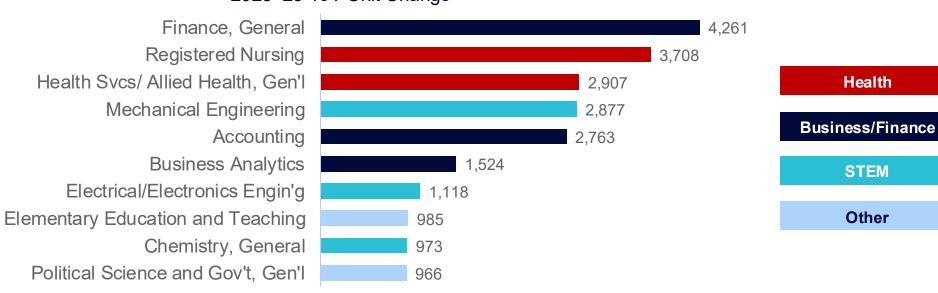


Bachelor's: Year-over-Year Unit Growth

In 2024–2025, Finance new enrollment grew by over 4,261 students.



Bachelor's Programs 2025–25 YoY Unit Change



^{*}Includes summer session

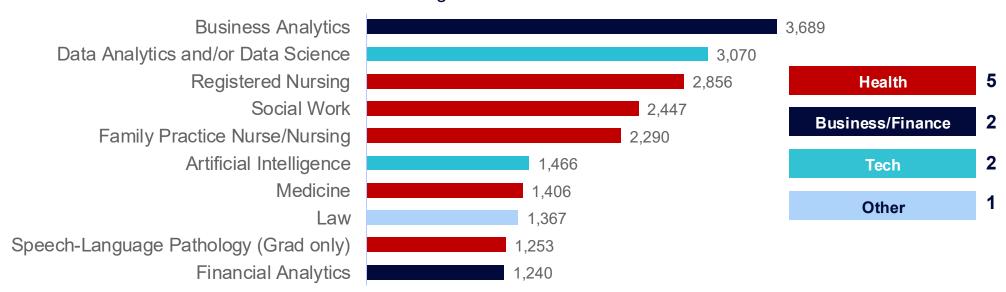


Master's and Doctorate: Year-over-Year Unit Growth

In 2024–2025, half of the fastest-growing programs were related to health.

US Fastest-Growing New Enrollment

Master's and Doctorate Programs
YoY Unit Change



*Includes summer session

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What is a Program Evaluation System?

Student Demand: International

Employment: Current Indicators

How Do You Like Your Data?

Summary



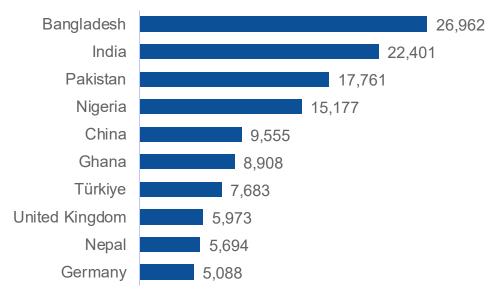
International Student Demand

In August 2025, international student interest in US programs fell 57% year-over-year.*



Bangladesh had the highest volume of page views.

Highest Page Views, Origin Countries August 2025



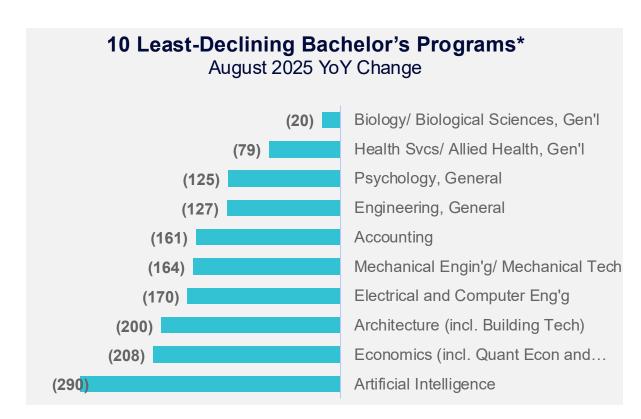
*Bachelor's, Master's, PhD only



International Page Views: August Programs with Lowest Declines Year-over-Year

At the bachelor's level, Biology declined the least.

At the graduate level, General Studies grew by 343 views.





^{*}Minimum 500 page views August 2024

^{**}Minimum 1,000 page views August 2024

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What is a Program Evaluation System?

Student Demand: Coursera

Employment: Current Indicators

How Do You Like Your Data?

Summary

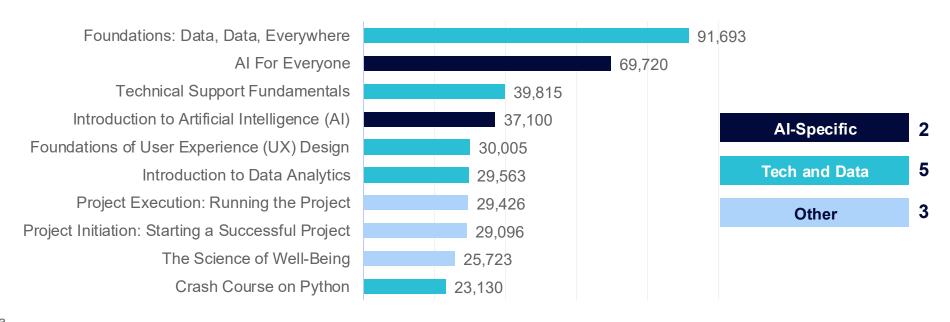


Non-Degree Demand: Coursera

As of August 2025, almost 151.5 million learners since inception (2012).

■ In August 2025, almost 91,700 students were enrolled in Foundations: Data, Data, Everywhere.

Highest Enrollment Volume, Courses August 2025



Source: PES Non-Degree Dashboard, Coursera



Non-Degree Demand: Most-Taught Skills on Coursera

In August 2025, Data Analysis was the fastest-growing skill taught on Coursera.

Eight of the fastest-growing skills were related to technology.







Source: PES Non-Degree Dashboard, Coursera

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US Job Postings Trends

In August, US job postings fell 9% year-over-year.



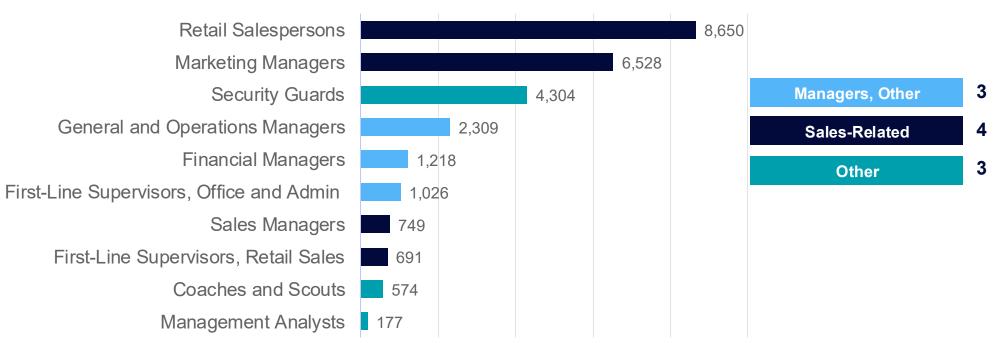
Source: Gray DI's PES Job Postings Dashboard



August Fastest-Growing Job Postings

Highest Job Posting Volume by Occupation

August 2025 YoY Unit Change



Source: PES Job Postings Dashboard

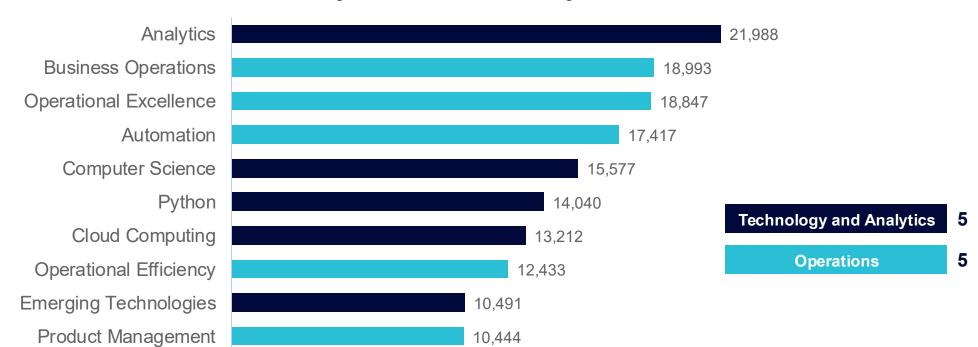


Which skills are growing in demand in the US?

Product Management is a new entry into the 10 fastest-growing skills.

10 Fastest-Growing Skills Volume in Job Postings

August 2025 1-Year Unit Change



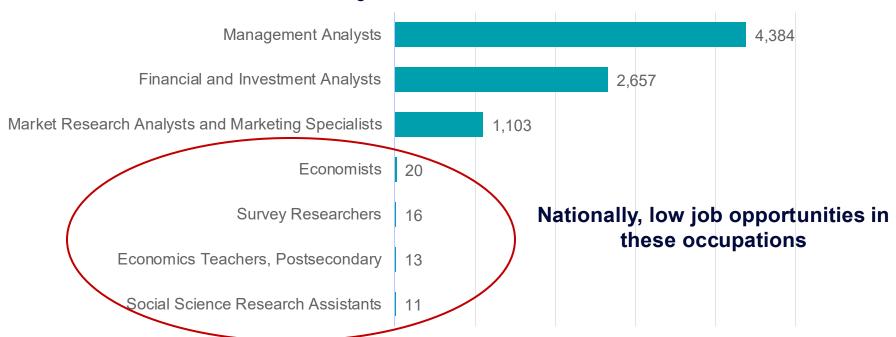
Source: PES Job Postings Dashboard



Commonly available data sources link programs to direct prep occupations.

According to direct prep jobs data, Master's in Economics grads are prepared for seven occupations – four of which are highly competitive.





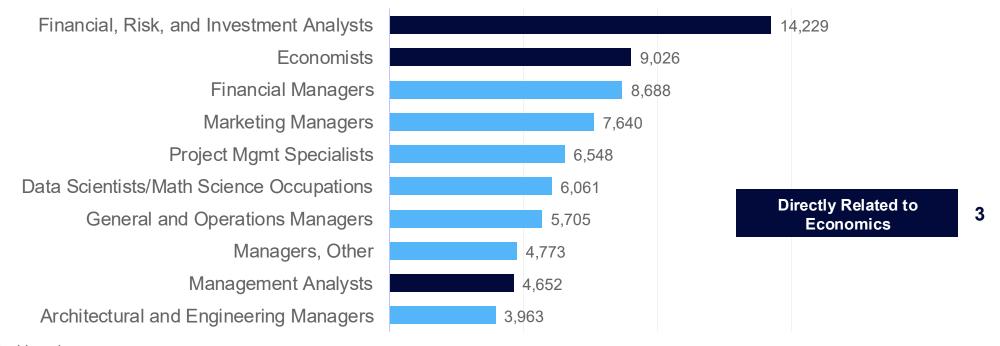
Source: NCES Direct Prep Crosswalk, Gray DI's Job Postings Dashboard



According to data on almost 80,000 Master's in Economics graduates, they go into 734 occupations.

Top 10 Occupations
Alumni with Master's Economics

First Four Jobs Post-Grad Ranked



Source: Gray Di's Alumni Insights Dashboard

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What is a Program Evaluation System?

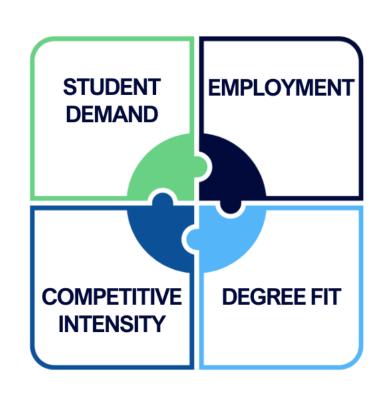
Student Demand

Employment: Current Indicators

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Summary

Program of the Month





How do you like your data?







Deep Dive?



How do I sort through the 1,500+ academic programs?

Create a summary composite score to rank overall and on each category.

US Bachelor's Program Rank

C	IP Q	То	tal Percent	ile			nt Demand rcentile		Competitive Inten Percentile	sity En	nployment Percentile	Degree Fit Percentile
30.7101 Data Analytics and/or Data Scien	nce		S	99			99		61		99	50
11.1003 Cyber Security/ Info. Assurar	nce			99			99		50		99	50
49.0101 Aviation/Aero Science/Tech, Ge	en'l			99			98		5	9	99	50
14.0801 Civil Engineering, Gene	eral			99			98		9	7	99	50
30.7102 Business Analyt	ics			99			98		85		96	50
11.0103 Information Technology	ogy			99			98		50		99	50
14.0201 Aero/ Astro/ Space Engineer	ing			99			96		10	00	98	50
14.0501 Bioengineering and Biomedical Engineer	ing			99			96		5	9	98	50
14.0701 Chemical Engineer	ing			99			96		5	9	97	50
14.0901 Computer Engineering, Gene	eral			99			96		85		100	50
14.3501 Industrial Engineer	ing			99			93		5	9	99	50
52.0201 Business Admin. and Mgmt, Gene	eral			98			99		90		88	50
51.2201 Public Health, Gene	eral			98			99		90		81	50
52.1401 Marketing/ Marketing Mgmt, Gene	eral			98			99		61		85	50
04.0201 Architecture (incl. Building Te	ch)			98			98		10	00	83	50
52.0203 Logistics, Materials, and Supply Chain Mg	mt			98			98		9.	5	90	50
	Total Percentile	0	20+	40+	70+	90+	95+	98+	100			
	Total Score	-32	-6	-1	3	11	16	24	49			

Source: Gray DI's PES Markets



Let's look at market demand for a Bachelor's in Marketing/Marketing Mgmt.

US Bachelor's Program Rank

	CIP Q	То	tal Percent	ile			nt Demand rcentile		Competitive Intensity Percentile	Employment Percentile	Degree Fit Percentil
30.7101 Data Analytics and/or Data Scie	nce		S	99			99		61	99	50
11.1003 Cyber Security/ Info. Assura	nce			99			99		50	99	50
49.0101 Aviation/Aero Science/Tech, G	en'l			99			98		99	99	50
14.0801 Civil Engineering, Gen	eral			99			98		97	99	50
30.7102 Business Analy	tics			99			98		85	96	50
11.0103 Information Technol	ogy			99			98		50	99	50
14.0201 Aero/ Astro/ Space Engineer	ring			99			96		100	98	50
14.0501 Bioengineering and Biomedical Engineer	ring			99			96		99	98	50
14.0701 Chemical Engineer	ring			99			96		99	97	50
14.0901 Computer Engineering, Gen	eral			99			96		85	100	50
14.3501 Industrial Engineer	ring			99			93		99	99	50
52.0201 Business Admin. and Mgmt, Gen	eral			98			99		90	88	50
51.2201 Public Health, Gen	eral			98			99		90	81	50
52.1401 Marketing/ Marketing Mgmt, Gen-	eral			98			99		61	85	50
04.0201 Architecture (incl. Building Te	ech)			98			98		100	83	50
52.0203 Logistics, Materials, and Supply Chain M	gmt			98			98		95	90	50
	Total Percentile	0	20+	40+	70+	90+	95+	98+	100		
	Total Score	-32	-6	-1	3	11	16	24	49		

Source: Gray DI's PES Markets



Student Demand

Score: 26 Percentile: 99

GRAY DI Program Scorecard: Metrics

CIP: 52.1401 Marketing/ Marketing Mgmt, General

Category	Pctl	Criterion	Value	Score	
	96	Google Search Volume (12 Months)*	2,231,930	4	t
	97	International Page Views (12 Months)	4,783	NS	ĺ
61	99	New Student Enrollment Volume (12 Mo.)	22,355	6	ĺ
Size	99	On-ground Completions at In-Market Institutions	38,342	4	ĺ
	99	Online Completions by In-Market Students	5,176	4	ĺ
	99	Sum of On-ground and Online Completions	43,518	4	l
	89	Google Search YoY Change (Units)*	166,380	0	1
	98	New Student Enrollment Vol. YoY Change (Units)	603	2	ĺ
Grawth	99	Completion Volume YoY Change (Units)	669	2	ĺ
Growth	46	Google Search YoY Change (%)*	8%	0	l
	60	New Student Enrollment Vol. YoY Change (%)	3%	0	
	65	Completion Volume YoY Change (%)	2%	0	ĺ

Competitive Intensity Score: 5 Percentile: 61

Category	Pctl	Criterion	Value	Score
Volume of In-	2	Campuses with Graduates**	732	0
Market	90	Campuses with Grads YoY Change (Units)**	-3	NS
Competition	1	Institutions with Online In-Market Students**	161	0
	96	Average Program Completions	52	3
In-Market	89	Median Program Completions	20	1
Program Sizes	71	YoY Median Prog. Compl. Change (Units)	0	0
	71	YoY Median Prog. Compl. Change (%)	0	0
In-Market	7	Google Search * Cost per Click**	\$20	0
Saturation	25	Google Competition Index**	0.41	1
	1	National Online Institutions (Units)**	187	NS
National Online Competition	86	Nat'l Online % of Institutions	22%	NS
Competition	73	Nat'l Online % of Completions	12%	NS

Award Level: Bachelors

Market: National

Total Score: 44

Percentile: 98

Employment

Score: 13 Percentile: 85

Category	Pctl	Criterion	Value	Score
	99	Job Postings Total (12 Months)	81,127	4
Size: Entry Jobs	99	BLS Current Employment	405,553	1
	99	BLS Annual Job Openings	37,647	1
Underemployed	72	Underemployed Percent of Graduates**	41%	1
	85	BLS 1-Year Historical Growth	4.2%	1
Growth: Entry Jobs	78	BLS 3-Year Historic Growth (CAGR)	4.4%	0
	63	BLS 10-Year Future Growth (CAGR)	0.7%	0
Saturation: Entry Jobs	87	Job Postings per Graduate	1.9	1
	89	BLS Job Openings per Graduate	0.9	0
	67	Entry 25th Percentile	\$55,748	2
	54	Post Entry Median	\$84,893	2
Weighted-Avg		Post Entry w/Associates Median	NA	NS
BLS Wages	62	Post Entry w/Bachelors Median	\$82,004	NS
	83	Post Entry w/Masters Median	\$109,889	NS
	79	Post Entry w/Doctoral Median	\$119,170	NS
National	8	% with Any Graduate Degree*	18%	NS
American Community	16	% with Masters*	16%	NS
Survey	11	% with Doct/Prof Degree*	2%	NS
Bachelor's Degree	35	% Unemp. (Age < 30)**	3%	NS
Outcomes*	84	% in Direct Prep Jobs*	24%	NS

Degree Fit

Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score	
Cost	81	Average Cost per SCH Index**	0.78	NS	
Benchmarking	56	Median Cost per SCH Index**	0.92	NS	

National Completions by Level Score: 0

National Workforce Ed. Attainment Score: 0

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
No College				16%
Some College				21%
Certificate	4%	4%	5%	
Associates	3%	3%	15%	8%
Bachelors	86%	86%	71%	44%
Postbaccalaureate Certificate	1%	1%	0%	
Masters	6%	6%	8%	10%
Post-masters Certificate	0%	0%	1%	
Doctoral	0%	0%	0%	1%

CIP Description

A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

Total Score	-20	-16	2	15	27	34	43	66
Total Percentile	0	20+	40+	70+	90+	95+	98+	100

Google search do not filter by award level.

- Percentiles are displayed in reverse (100% minus the percentile).

IA - No data available/not currently tracked.

NS - Not Scored in Rubrics (values = 0).

PCTL - Percentile

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GRAY DI Marketing Scorecard: Metrics

CIP: 52.1401 Marketing/Marketing Mgmt, General Market: National Award Level: Bachelors Total Score: 44 Percentile: 98

(12 Months)

rcent of Graduates**

Growth (CAGR)

Growth (CAGR)

enings

al Growth

raduate per Graduate

lates Median

elors Median

ers Median

oral Median te Degree*

Value

81,127 405,553 37.647

41%

4.2%

4.4%

0.7%

1.9

0.9

\$55,748 \$84,893

NA

\$82,004

\$109,889

\$119,170

18%

16%

2% 3%

24%

Score

1

0

0

1

0

NS

NS

NS

NS

NS

NS NS

NS

NS

Student Demand Score: 26 Percentile: 99

Category	Pctl	Criterion	Value	Score
	96	Google Search Volume (12 Months)*	2,231,930	4
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	99	Sum of On-ground and Online Completions	43,518	4
	89	Google Search YoY Change (Units)*	166,380	0
	98	New Student Enrollment Vol. YoY Change (Units)	603	2
Committee	99	Completion Volume YoY Change (Units)	669	2
Growth	46	Google Search YoY Change (%)*	8%	0
	60	New Student Enrollment Vol. YoY Change (%)	3%	0
	65	Completion Volume YoY Change (%)	2%	0

Program Sizes	71	YoY Median Prog. Compl. Change (Units)	0	0
	71	YoY Median Prog. Compl. Change (%)	0	0
In-Market	7	Google Search * Cost per Click**	\$20	0
Saturation	25	Google Competition Index**	0.41	1
	1	National Online Institutions (Units)**	187	NS
National Online Competition	86	Nat'l Online % of Institutions	22%	NS
	73	Nat'l Online % of Completions	12%	NS

Score: 0	Percentile	e: 5
Category		Po
		_

Category	Pctl	Criterion	Value	Score	
Cost	81	Average Cost per SCH Index**	0.78	NS	
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National Completions b Score: 0	y Level	Nationa Score: 0	l Workforce Ed.	Attainment
Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educ

Award Level	Completions (National)	Completions (Market)	Enrollment (Market)	BLS Educational Attainment
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Masters	6%	6%	8%	10%
Post-masters Certificate	0%	0%	1%	
Doctoral	0%	0%	0%	1%

A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-20	-16	2	15	27	34	43	66



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PCTL - Percentile



GRAY DI Marketing Scorecard: Metrics

CIP: 52.1	401 Ma	rketing	g/ Marketing Mgmt, General			Award L	evel: Bachelors Mai	rket: National						Total 9	Score:	44	Percenti	ile: 98
Student I Score: 26		tile: 99			Employment Score: 13 Perce	Employment Score: 13 Percentile: 85					Degree Fit Score: 0 Perce	ntile: 50						
Category	Pctl	Criterio	n	Valu						_	Category	Pctl	Criterion			Value	Score	
	96	Google Search Volume (12 Months)*		2,231, 4,78		PctI	Criterion		Value	Score	Cost Benchmarking	81 56		ost per SCH Inc ost per SCH Ind		0.78 0.92	NS NS	
Size	99		ational Page Views (12 Months) tudent Enrollment Volume (12 Mo.)	22,35		99	Job Postings Total (12 Months)		81,127	4								
Size	99		ound Completions at In-Market Institutions Completions by In-Market Students	38,34 5,17	Size: Entry Jobs	99	BLS Current Employment	4	405,553	1	National Completions by		Level		National Workforce Ed. Attainm		Attainme	nt
	99 99		f On-ground and Online Completions	43,51		99	BLS Annual Job Openings		37,647	1	Score: 0			Sco	re: 0			
	89 98		e Search YoY Change (Units)* tudent Enrollment Vol. YoY Change (Units)	166,3 603	Underemployed	72	Underemployed Percent of Gradu	uates**	41%	1	Award Level		Completion (National)	s Completio		nrollment (Market)		ucational
	99		letion Volume YoY Change (Units)	669	,	85	BLS 1-Year Historical Growth		4.2%	1	No College						1	16%
Growth	46	46 Google Search YoY Change (%)* 8%			78	BLS 3-Year Historic Growth (CAG	(P)	4.4% 0		Some College						2	21%	
	60			3%	Jobs	76	BLS 3-1ear Historic Growth (CAG	ir.)			Certificate		4%	4%		5%		
	65	Compl	letion Volume YoY Change (%)	2%		63	BLS 10-Year Future Growth (CAG	iR)	0.7%	0	Associates		3%	3%		15%	8	8%
					Saturation:	87	Job Postings per Graduate		1.9	1	Bachelors		86%	86%		71%	4	14%
Competit	ive Inte	nsitv			Entry Jobs		BLS Job Openings per Graduate		0.9	0	Postbaccalaureate C Masters	Certificate	1%	1%		0% 8%	1	10%
core: 5					Entry 3003	89	BLS Job Openings per Graduate		0.9	U	Post-masters Certifi	cato	0%	0%		1%	1	.076
	· cr cciici					67	Entry 25th Percentile		\$55,748	2	Doctoral	icate	0%	0%		0%	-	1%
ategory		Pctl	Criterion	V		54	Post Entry Median		\$84,893	2								
Volume of I	n-	2	Campuses with Graduates**	7	Weighted-Avg		Post Entry w/Associates Median		NA	NS	CIP Description:							
Market Competitio	n	90	Campuses with Grads YoY Change (Units)** Institutions with Online In-Market Students**	١,	BLS Wages	62	Post Entry w/Bachelors Median		\$82,004	NS	A program that gen audiences and mov							
		96	Average Program Completions			83	Post Entry w/Masters Median	\$	109,889	NS	dynamics, principle theory, marketing of	of marketi	ing research, de	and analysis, co	st-volum	e and profit re	lationships,	pricing
In-Market		89	Median Program Completions			79	Post Entry w/Doctoral Median		119.170	NS	and management, c							
Program Si	zes	71	YoY Median Prog. Compl. Change (Units)			- 1			,		-							
		71	YoY Median Prog. Compl. Change (%)		National	8	% with Any Graduate Degree*		18%	NS								
In-Market Saturation		7 25	Google Search * Cost per Click** Google Competition Index**	3	American Community	16	% with Masters*		16%	NS								
		1	National Online Institutions (Units)**	1	Survey	11	% with Doct/Prof Degree*		2%	NS	Total Percentile	0	20+ 40	+ 70+	90-	95+	98+	100
National Or Competitio		86	Nat'l Online % of Institutions	2	2 Bachelor's						Total Score	-20	-16 2	15	27	34	43	66
Competitio		73	Nat'l Online % of Completions	1	Degree	35	% Unemp. (Age < 30)**		3%	NS								
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GRAY DI Marketing Scorecard: Metrics

CIP: 52.1	401 Mar	keting/ Marke	ting Mgmt, General			Aw	ard Level: B	Bachelo	rs	Market: Na	tional				Total Sco	re: 44	Per	rcentil	e: 98
Student D Score: 26		ile: 99					ployment re: 13 Perce	entile: 8	35				Degree Fit Score: 0 Percentile: 50						
Category	PctI	Criterion		Value	Score	Categ	gory	PctI	Criterion		Value	Score	Category Pct	Criterion		Val	ue S	core	
						_							Cost 81	Average Co	st per SCH Index*	0.	78	NS	
	96	Google Search Volu		2,231,930 4,783	4	ei-	o Entre John	99		Job Postings Total (12 Months) BLS Current Employment	81,127 405,553	4	Benchmarking 56	Median Cos	st per SCH Index**	0.9	/2	NS	
	97		rnational Page Views (12 Months) Student Enrollment Volume (12 Mo.) ground Completions at In-Market Institutions		NS 6	Size	Size: Entry Jobs	99 99		S Annual Job Openings		1 1							
Size	99 99				4	Unc	deremployed	72		yed Percent of Graduates**									
`omne		Intensity		38,342	,		storical Growth			-	4.2%	1	National Completions by Score: 0	Level	National Workforce Ed. Attainment Score: 0				
		-								storic Growth (CAGR)	4.4%	0	Score. o		Score.	,			
core:	5 Per	centile: 6	1							uture Growth (CAGR)	0.7%	0	Award Level	Completions	Completions	Enrollme		BLS Educ	
										er Graduate	1.9	1		(National)	(Market)	(Market	1	Attain	
atononi		Pctl Criterion					Val	lue	Score	ings per Graduate	0.9	0	No College					16	
ategory		PCU	Criterion				Val	lue	Score	rcentile	\$55,748	2	Some College	***	***	### ### ### ### ### ### ### ### ### ##		21	6
										dian	\$84,893	2	Certificate Associates	4%	4%	5% 15%	-	89	ď
		2	Campuses wit	th Graduate	es**		73	32	0	Associates Median Bachelors Median	NA \$82.004	NS NS	Bachelors	86%	86%	71%		44	
	of In-						0.1-1-1-1-			Masters Median	\$109,889	NS NS	Postbaccalaureate Certificate	1%	1%	0%	_	-4-4	
Volume o Market Competit		90	Campuses wit	th Grads Yo	Y Chan	ge (Units)**		3	NS	Doctoral Median	\$109,009	NS	Masters	6%	6%	8%	_	10	%
	ition	1	Institutions w	ith Online	In-Mark	ket Students**	t Students** 16		0	aduate Degree*	18%	NS	Post-masters Certificate	0%	0%	1%			
				-	- 1				-	rs*	16%	NS	Doctoral	0%	0%	0%		19	6
		96	Average Prog	ram Compl	etions		5	52 3		Prof Degree*	2%	NS							
In-Mark	ood:	89	Median Progr	am Comple	etions		2	0	1	e <30)**	3%	NS							
Program										ep Jobs*	24%	NS	CIP Description: A program that generally prep	ares individuals to	undertake and m	anage the proc	ess of dev	eloping c	onsu
Program	n Sizes	71	YoY Median P	rog. Comp	I. Chang	ge (Units)	()	0				audiences and moving produc	ts from producers	to consumers. Inc	ludes instructi	ion in buye	er behavio	or and
		71	YoY Median P	rog. Compi	l. Chang	ge (%)	- 0	0	0				dynamics, principle of market theory, marketing campaign a	nd strategic planni	ng, market segme	nts, advertising	g methods,	, sales op	
In-Mark	et	7	Google Search	h * Cost per	Click*		\$2	20	0				and management, consumer r	elations, retailing,	and applications to	specific prod	ucts and m	narkets.	
Saturati		25	Google Comp	etition Inde	ex**		0.4	41	1										
		1	National Onlin			its)**	1.8	37	NS								_		
Nationa	Online		Nat'l Online 9			,							Total Percentile 0 Total Score -20	20+ 40+ -16 2	70+ 15			98+ 43	100
Compet	ition	86					22		NS				lotal score -20	-10 2	15	2/	4	43	00
		73	Nat'l Online %	6 of Comple	etions		12	2%	NS										

⁻ Google search do not filter by award level.



⁻ Percentiles are displayed in reverse (100% minus the percentile).

No data available/not currently tracked.

⁻ Not Scored in Rubrics (values = 0).

PCTL - Percentile

> BLS Educational Attainment 16% 21%

44%

10%

1%



GRAY DI Marketing Scorecard: Metrics

CIP: 52.1401 Marketing/ Marketing Mgmt, General	Award Level: Bachelors	Market: National	Total Score: 44	Percentile: 98
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Bachelors

Masters

Doctoral

Postbaccalaureate Certificate

Post-masters Certificate

Student I Score: 26				
Category	Pctl	Criterion	Value	Score
	96	Google Search Volume (12 Months)*	2,231,930	4
	97	International Page Views (12 Months)	4,783	NS
Cino	99	New Student Enrollment Volume (12 Mo.)	22,355	6
Size	99	On-ground Completions at In-Market Institutions	38,342	4
	99	Online Completions by In-Market Students	5,176	4
	99	Sum of On-ground and Online Completions	43,518	4
	89	Google Search YoY Change (Units)*	166,380	0
	98	New Student Enrollment Vol. YoY Change (Units)	603	2
Grawth	99	Completion Volume YoY Change (Units)	669	2
Growth	46	Google Search YoY Change (%)*	8%	0
	60	New Student Enrollment Vol. YoY Change (%)	3%	0
	65	Completion Volume YoY Change (%)	2%	0

Competitive Intensity	
Score: 5 Percentile: 61	

Category	Pctl	Criterion	Value	Score
Volume of In-	2	Campuses with Graduates**	732	0
Market Competition	90	Campuses with Grads YoY Change (Units)**	-3	NS
	1	Institutions with Online In-Market Students**	161	0
	96	Average Program Completions	52	3
In-Market	89	Median Program Completions	20	1
Program Sizes	71	YoY Median Prog. Compl. Change (Units)	0	0
	71	YoY Median Prog. Compl. Change (%)	0	0
In-Market	7	Google Search * Cost per Click**	\$20	0
Saturation	25	Google Competition Index**	0.41	1
	1	National Online Institutions (Units)**	187	NS
National Online Competition	86	Nat'l Online % of Institutions	22%	NS
compension	73	Nat'l Online % of Completions	12%	NS

Category	Pctl	Criterion
	99	Job Postings Total (12 Months)
Size: Entry Jobs	99	BLS Current Employment
	99	BLS Annual Job Openings
Underemployed	72	Underemployed Percent of Grad
	85	BLS 1-Year Historical Growth
Growth: Entry Jobs	78	BLS 3-Year Historic Growth (CAC
3003	63	BLS 10-Year Future Growth (CA)
Saturation:	87	Job Postings per Graduate
Entry Jobs	89	BLS Job Openings per Graduate
	67	Entry 25th Percentile
	54	Post Entry Median
Weighted-Avg		Post Entry w/Associates Median
BLS Wages	62	Post Entry w/Bachelors Median
	83	Post Entry w/Masters Median
	79	Post Entry w/Doctoral Median
National	8	% with Any Graduate Degree*
American Community	16	% with Masters*
Survey	11	% with Doct/Prof Degree*
Bachelor's Degree	35	% Unemp. (Age < 30)**
Outcomes*	84	% in Direct Prep Jobs*

			Degree Fit							
Degre										
Score: 0 Percentile: 50										
Catego	ry	Pctl	Criterion			Value	Score			
Cost		81	81 Average Cost per SCH Index			0.78	NS			
Bench	nmarking	56	Median Cost		0.92	NS				
	nal Completic	ons by Le	evel			force Ed.	Attainme	ent		
Natio Score		ons by Le	evel	Nationa Score: 0		force Ed.	Attainme	ent		
	:0	ons by Le	Completions (National)		Enro	force Ed.	Attainme BLS Ed Atta	ucat		
Natio Score	:0 Level	ons by Le	Completions	Score: 0	Enro	llment	BLS Ed Atta	ucat		
Score	: 0 Level	ons by Le	Completions	Score: 0	Enro	llment	BLS Ed Atta	ucat		
Score Award No Colle	Level ege	ons by Le	Completions	Score: 0	Enro (Ma	llment	BLS Ed Atta	ucat inme		

86%

1%

6%

0%

0%

86%

1%

6%

0%

0%



71%

0%

8%

1%

0%

⁻ Google search do not filter by award level.

⁻ Percentiles are displayed in reverse (100% minus the percentile).

⁻ No data available/not currently tracked.

⁻ Not Scored in Rubrics (values = 0).

PCTL - Percentile

Al Report

CIP: 52.1401 Marketing/ Marketing Mgmt, General

Market: National

Award Level: Bachelors

Regenerate Report

Export to PDF

The program excels in national completions and new student enrollment volume, but faces challenges with competitive intensity and online presence.

Overview

The program demonstrates a strong appeal nationally, with a National Completions value of 43,518, placing it in the 99th percentile. Significant strengths include exceptional student demand and a high volume of job postings per graduate, reflecting robust market opportunities. However, the program struggles with competitive intensity as evidenced by a low Google Competition Index percentile and a concentrated online offering, which limits its market reach.

Student Demand

The program showcases remarkable strength in Student Demand, as demonstrated by a Google Search Volume value of 2,145,368 in the 96th percentile. Additionally, the Google Search YoY Unit Change is notable at 300,658, ranking in the 94th percentile, indicating heightened interest year-over-year. New Student Enrollment Volume is particularly strong, with 23,142 students placing it in the 99th percentile, reflecting substantial interest from prospective students. Despite this, the Google Search YoY Percentage Change of 16% ranks only in the 67th percentile, suggesting that while search interest is high, its growth rate is moderate. The robust On-ground and Online Completions at In-Market Institutions also affirm strong program completions.

Employment

From an employment perspective, the program holds promise, with a satisfactory Entry Level Salary of \$55,748 in the 67th percentile. Additionally, a Post Entry Level Median Salary of \$84,893, although in the 54th percentile, signifies solid wage potential over time. Job Postings per Graduate at 1.8 rank in the 87th percentile, which highlights ample job opportunities for graduates. The Underemployed Percent of Graduates stands at 41%, in the 72nd percentile, indicating relatively favorable post-graduation employment placement. Lastly, the BLS Current Employment figure of 405,553 places the program's workforce relevance in the 99th percentile, underscoring strong industry alignment.

Competitive Intensity

Although the program's completions suggest strong demand, competitive intensity remains a challenge with Campuses with Graduates in the 2nd percentile, trailing in market reach. Institutions with Online In-Market Students are alarmingly concentrated, as evidenced by their rank in the 1st percentile. The Google Competition Index at 0.53 places it in the 10th percentile, suggesting significant competitive hurdles. Additionally, while the YoY Median Program Completions Unit Change percentile sits at 71, indicating stability, competitive pressure remains high. This is emphasized further by the Google Search Cost per Click value of \$11.00, which falls in the 27th percentile, pointing to higher marketing expenses.

Program Profile



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What is a Program Evaluation System?

Student Demand

Employment: Current Indicators

How Do You Like Your Data?

Summary



Summary

- In August, Google searches for academic programs rose 8% year-over-year.
 - Cybersecurity searches were up by almost 500k year-over-year.
 - The highest Cost-per-Click was for Medical Billing and Coding.
- In Academic Year 2024-25, new enrollment in certificate and associate programs rose 3% year-over-year.
 - Bachelor's fell 2%.
 - Master's rose 3%.
- Allied Health (associate), Finance (bachelor's), and Business Analytics (master's) had the highest new enrollment growth year-over-year.
- In August, US job postings fell 9% year-over-year 5 points lower than July year-over-year...
 - Retail Salespersons had the highest growth in demand
 - There is a growing demand for Analytics and Business Operations.
- Economics grads go into 734 occupations, not seven. Most are not directly related to their major.
- Different roles and preferences require varied data views, from key metrics and written summaries to in-depth analyses.

Upcoming Webinars

October 7th 2 PM ET

Building the Future-Ready Community College: A Strategic Roadmap for Agentic Al Integration

Preparing leaders to harness agentic AI for institutional growth and resilience



October 30th 2 PM ET

Demand Trends Monthly Webinar

