

Market Overview: Business, Management, Marketing, and Related Fields

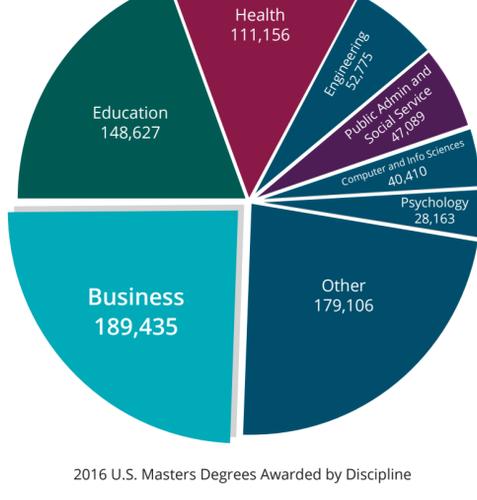
Key Trends • Takeaways • Programmatic Insights



Business, Management, Marketing, and related fields make up the largest master's-level discipline, with nearly **190,000 graduates in 2016**.

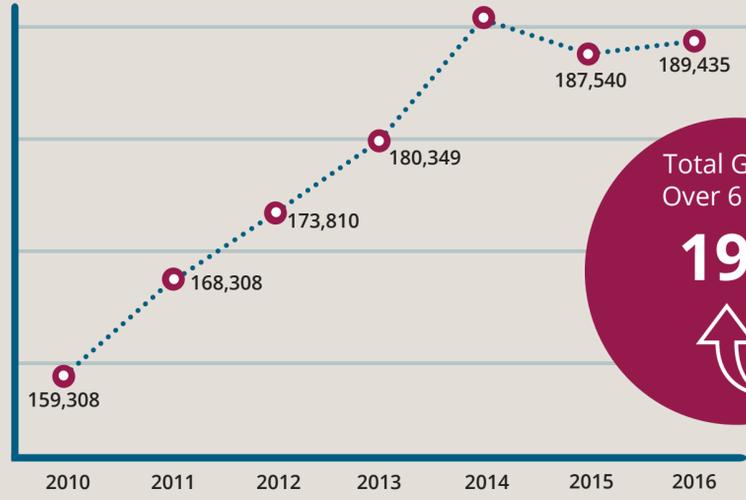
The MBA market alone represents two-thirds of these graduates—it is the **largest single degree in this field**.

Business and business-related programs continue to be the most popular graduate degrees. Below is a breakdown of the numbers to inform key trends and opportunities.



2016 U.S. Masters Degrees Awarded by Discipline

Number of Graduates in Business-Related Programs from 2010-2016

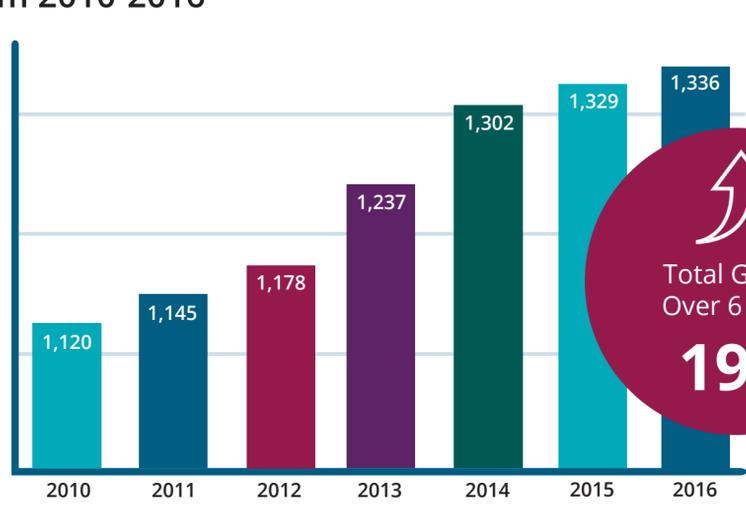


Total Growth Over 6 Years:

19%



Number of Institutions Reporting Graduates from 2010-2016

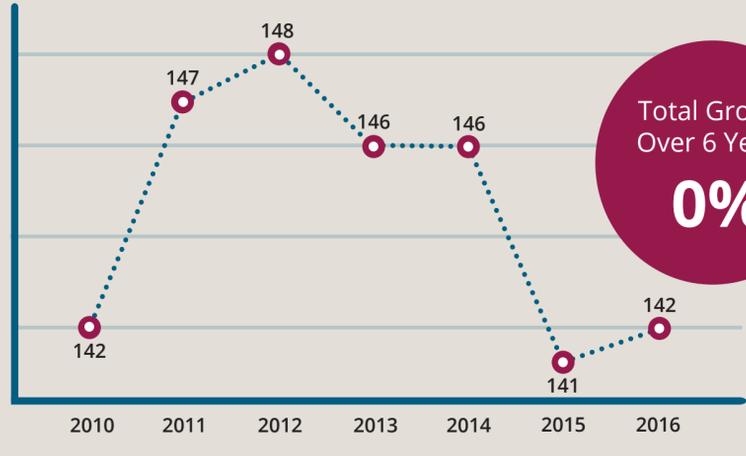


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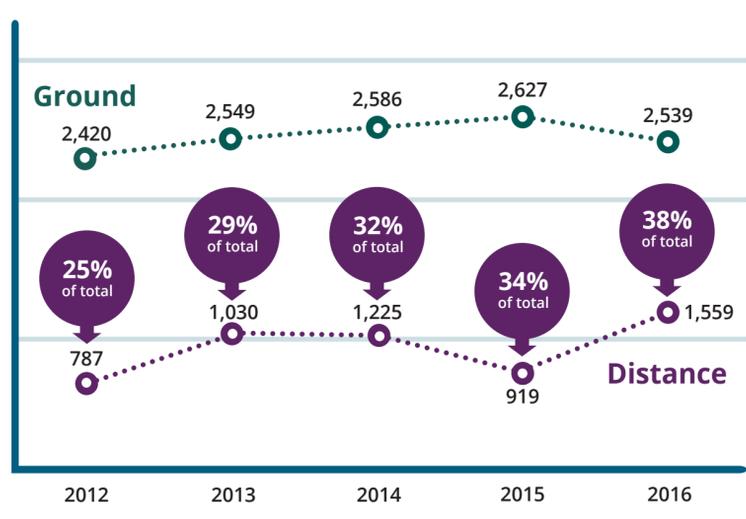
Average Students Per Institution from 2010-2016



Total Growth Over 6 Years:

0%

Program Growth: Distance vs. Ground



Total Distance Growth: **98%**

Total Ground Growth: **5%**

Key Takeaways

The growth of graduates has been essentially flat the last three years (after a four-year period of slow and steady growth).
(2010-2016)

Competition is rising by **3% per year**, translating to no growth in average program sizes across the market since 2010.

38% of programs are online, and more than a third of them are MBAs.

Competition among online programs is growing at **19%** per year.

Program Area Insights

MBA ✓ Competitive, but stable
Very large, very little organic growth

Accounting ✓ Emerging opportunity

Finance ✓ Opportunities for the right program and brand

Human Resources ✓ Growing, but saturated

Leadership ✓ Very competitive

Management Science (Data Analytics) ✓ Small, but growing rapidly

While Business, Management, Marketing, and related fields still offer robust opportunities for new or expanded programs, ongoing changes mean an understanding of trends and growth in the discipline is vital for success. Wiley Education Services can help you identify which programs can be most successful for your institution.

Source: The Integrated Postsecondary Education Data System (IPEDS)