

EMPOWER YOUR PROGRAM WITH FOCUSED INSIGHTS

MBA Lifecycle Survey SuiteSM

Percept Research provides market research and communications consulting services uniquely tailored to the needs of our higher education clients.

Our services include a lifecycle approach for MBA constituent research as well as feasibility/market studies for the development of new graduate-level programs.

The insights from our MBA Lifecycle Survey Suite drive continuous improvement and support accreditation efforts of full-time MBA, part-time MBA, and executive MBA programs.

www.mbalifecycle.com



Entry
Survey



Exit
Survey



Midterm
Survey



Alumni
Survey



Employer Outcomes
Assessment (available in 2013)



TURN INSIGHT INTO ACTION

Our consultant team has decades of experience in every aspect of the delivery of MBA programs, using data-driven, collaborative approaches to assess your challenges and devise the most effective and efficient strategies. The administrative and faculty experience of our consultant team can be leveraged to advocate for change so you can create buy-in and unify your colleagues around those strategies. Contact us to learn how your school can stay ahead and grow through stakeholder-centered innovation:

www.mbalifecycle.com/business-school-consulting

Marketing Research

- Application Pipeline Evaluation
- Competitive Secondary Analysis
- Focus Groups (Internal & External)
- Identity & Naming Assessment
- In-depth Interviews
- Brand Positioning Assessment (Image & Awareness)
- Product Expansion Feasibility (Attitudes & Usage)



Scan to Learn More!

Marketing Communications & Consulting

- Brochure Content Development
- CRM Selection, Implementation, & Management
- Information Sessions Optimization
- Lead Nurturing Programs
- Lead Generation
- Media Rankings Management & Promotion
- Messaging Development (Copywriting)
- Referral Programs Development
- Social Media Implementation & Management
- Website Assessment
- Website Content Development

RESULTS THAT DRIVE CHANGE

