

# Business school targets top applicants

## AIM

Understand why people undertake an Executive MBA so that this world class business school can communicate effectively with its target group.

## TASK

Speak to enquirers, applicants and current students of EMBA programme regarding their perceptions of the application process; their motivations for, and perceived barriers to, taking an EMBA.

## APPROACH

Portfolio of research, incorporating web-based quantitative profiling of applicants, focus groups with students, and quantitative investigation of attitudes and perceptions of potential applicants.

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## RECOMMENDATIONS

BPRI identified ways to communicate with specific audiences by isolating those factors that attracted them and areas where they needed clarification and help

## RESULTS

Generated different segments for EMBA applicants - used by school to target communications. Provided customer insight to develop messages for the course newsletter, the website, brochures and course presentations