

Understanding the role of tuition fees in the decision process

HIGHER EDUCATION

The Challenge

1. The client was a well known tertiary institution looking to review tuition fees across their post graduate courses
2. They wanted to use this opportunity to understand what motivates potential postgraduate students to apply, what puts them off and along with tuition fees what other key factors they weigh up when choosing
3. The client required solid pricing recommendations to take forward into future decisions on fees and other key aspects of pricing



United Kingdom

Project Markets

The Approach

We provided strategic direction on pricing, through a mix of:

1. Face to face interviews with internal stakeholders to understand context and current pricing practices
2. Quantitative online survey among current students at the institution
3. Quantitative online survey among potential students who made enquiries or attended an open day
4. Desk research (e.g.: reviewing national postgraduate research, produced annually by YouthSight)

These findings used to develop **recommended pricing strategy and process**

Results



1. Ascertained the role of tuition fees when choosing a postgraduate course/institution
2. Recommended optimal price points
3. Developed postgraduate pricing framework, enabling the client to make future decisions around fees and other key aspects around pricing with confidence