

Tomorrow's MBA 2012

Almost the only certainty about the future of the MBA is uncertainty.

Many schools report declining applications and growing popularity for specialist Master's. Comment in the press about MBA graduates has been unfavourable. And the curriculum is in flux with ethics, sustainability and social responsibility pushing to be part of the agenda.

Join almost 50 business schools worldwide who have used Tomorrow's MBA to look at the future of their programme and how they attract high quality students.

Study commences:

October 2012

Results available:

November/December 2012

know
more

Booking Form

We wish to participate in Tomorrow's MBA. We understand that prospective full-time, part-time and distance MBAs will take part in an online survey to collect data for this study.

Name and address of Business School: _____

Our School's Survey Coordinator to work with CarringtonCrisp on Tomorrow's MBA will be:

Name: _____

Title: _____

Telephone Number: _____

Email Address: _____

Please send me an invoice for the amount shown.

Signature of Lead Contact _____

Date _____

To participate in Tomorrow's MBA
£3500/€4200

A discount of £500/€575 will be applied to all bookings made by 1 July 2012.

All prices are exclusive of VAT which, where required, will be added at the applicable rate.

Data collection will take place in October 2012 and reports will be available for participating schools in December 2012.

Find out from this research:

- what tomorrow's MBAs want from your business school
- what MBAs want to study
- what MBAs expect for the fees that they pay
- what career help MBAs expect from their business school
- where MBAs seek information about business schools and courses
- how prospective students perceive the strengths and weaknesses of your offer and your competitors

In the highly competitive MBA marketplace, the study helps schools refine their offer in terms of content, experience, marketing and international targeting.

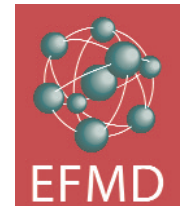
Each participating school receives:

An on-campus presentation detailing the results from those interested in studying at your school, perceived strengths and weaknesses of your school and up to five competitors, as well as international trends

A global report in print and PDF format detailing global trends in the MBA marketplace

A set of slides with charts and analysis for the total sample, for those interested in studying at your school, for the total sample broken down by nationality of respondents and for the total sample broken down by preferred delivery mode - full-time, part-time or distance learning

CarringtonCrisp work with partner organisations around the world and are grateful for their support.



carringtoncrisp

Please send your completed booking form to
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or fax to +44 (0) 20 7229 9310.

For more information, please contact us on
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