



Research *Evaluation* *Strategy*

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Case Study

Embry Riddle Aeronautical University: Market Assessment

Since 1970, Embry-Riddle Aeronautical University's (ERAU) Extended Campus has provided civilian and military professionals with higher education opportunities in aerospace, aviation and technical management. With delivery via distance learning and through more than 130 learning centers located in the United States, Canada and Europe, the Extended Campus has delivered credit and non-credit, degree and non-degree, graduate and undergraduate courses and programs to thousands of students.

In an effort to expand its reach internationally, ERAU commissioned Hezel Associates to help identify opportunities capable of attracting new student populations, and to establish the market strategies necessary to serve those populations. Primary and secondary research in 17 countries in Europe, Asia and South America determined the most attractive market opportunities and the most feasible way for ERAU Extended Campus to deliver to those markets. Hezel Associates divided the 17 countries researched into four sub-categories by level of market potential, taking in to account such factors as economic and political conditions, aviation market development, and competition. In-depth analysis supplied ERAU Extended Campus with a thorough understanding of the demographic, economic, technological, and educational environment in the potential markets, with recommendations for which degree programs would be most attractive.