

Market Research Options | Mizzou Online

(Updated June 2025)

Market Research Resources

Market Research Request Form	To request one of the market research options below, reach out to your Mizzou Online Program Coordinator, referred to as “program coordinator” in this document. They'll provide you with a market research request form to get things started.
CIP Codes	CIP codes are federally recognized classifications for academic programs. Using the right CIP code(s) for market research will help us provide the most accurate and relevant information. If you're unsure which to use, your program coordinator can help.

Competitor Analysis

Approx. 4-8 weeks turnaround

Includes basic competitor data in table format, featuring details like: tuition, course length options, conferrals, and admission start options.

Competitors will be chosen based on [IPEDs data](#), but if you have specific competitors in mind, we can include them upon request.

Note: The report will include up to 20 online competitors. If there are other key program details you'd like us to highlight, we can include upon request.

In-house Market Research Review via Lightcast

Approx. 6 weeks turnaround

What is Lightcast	Lightcast Technologies uses web spidering technology to mine more than 80 million online job postings and analyze real-time employer demand.
What this report provides	Employer demand for educational requirements Job titles Competencies over time Competencies by geography
How we use Lightcast's proprietary Labor/Insight™ tool	The report shows the skills that employers are seeking and the quantity of postings in the specific geographic area. This data helps determine market demand for your program and identify institutions offering programs with similar outcomes.

	Lightcast uses CIP codes for this market research. Include up to 5, six-digit CIP codes to obtain the most specific results. The CIP codes will be determined by the academic unit and their program coordinator.
Note: The report will include up to 20 online competitors.	

Eduventures

#1	Datacut in Excel Format <i>Approx. 2 weeks turnaround</i>	Provides mainly quantitative data on the most closely aligned conferral market, potential competitors, and labor market.
#2	Datacut in Powerpoint Format <i>Approx. 3 weeks turnaround</i>	More detailed than the Excel spreadsheet and includes some key findings. Qualitative work to identify potential competitors etc. can be included upon request.
#3	Feasibility Study* <i>Approx. 6 weeks turnaround</i>	An in-depth analysis with a qualitative focus. Please note the turnaround time for this report.

* The number of feasibility studies Mizzou Online can contract are limited. Inquire further with your program coordinator.

EAB

#1	Market Opportunity Scan <i>Approx. 6 weeks turnaround</i>	Ranks potential new growth opportunities based on employer demand and competitive activity in the selected region.
#2	Program Feasibility Study <i>Approx. 6 weeks turnaround</i>	Assesses the market viability of a single potential new program opportunity.
#3	Portfolio Health Check <i>Approx. 4 weeks turnaround</i>	Assesses how a discrete academic portfolio aligns to market conditions in your selected region.
#4	360 Program Assessment <i>Approx. 8 weeks turnaround</i>	<p>Evaluates a single existing program based on market conditions, competitive field, and prospective student experience. This report includes workforce intelligence, a regional competitive profile, a prospective student inquiry audit, and a web and mobile presence audit.</p> <p>Note: The prospective student inquiry audit and web and mobile presence audit can also be requested separately.*</p>

* Web & Mobile Presence Audit, Inquiry Audit: Inquire further with your program coordinator.

Program Status Report

Approx. 4-6 weeks turnaround

Program-Level Program Status Report (PSR)	Provides program leaders with a program assessment (strengths and opportunities) through the analysis of program structure, data, and trends.
Department-Level Program Status Report (PSR)	Provides department chair and program leaders with a department program assessment (strengths and opportunities) through the analysis of program structure, data, and trends.
College-Level Program Status Report (PSR)	Provides college administration with an assessment of their online program portfolio through the analysis of program structure, data, and trends.

Competitor Program Course Prerequisites

Approx. 3 weeks turnaround

Includes the required program prerequisites of competitor programs in a table format.
Includes the course title(s) and the number of conferrals from each program.

Note: A maximum of 20 online competitors will be used in the report.

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