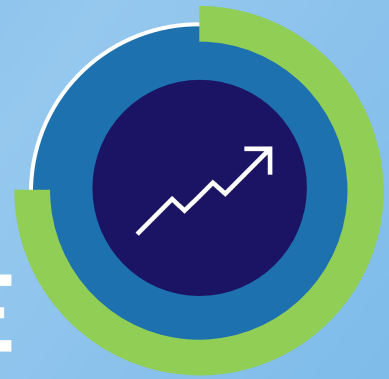


SITUATION

A national private university was evaluating several potential new course offerings at the Master's and PhD levels in its school of health sciences. It had identified a specific opportunity

that seemed promising but needed to verify their hunch and better understand the size of the opportunity, demand trends, and its positioning in the market.

CASE STUDY: DEVELOPMENT COST AVOIDANCE



SOLUTION

Line of Sight conducted a “deep dive” analysis covering macro trends, demand from hiring managers, and current market offerings including positioning and price. The analysis found that hiring managers expected skills to be acquired through different educational and work experiences (i.e., strong substitutes). Moreover, existing programs were struggling.

“Line of Sight Group and the team do great, fast work. They are reliable, thorough and very easy to work with. We threw a lot at the team these past six months and each deliverable met or exceeded our expectations.”

Senior VP, Marketing and Product Development, Education Industry

BENEFIT

While the team was disappointed, the SVP leader remarked, “We have many priorities. This helps us focus in other areas.” The team estimated the cost of developing the product would have been “in the hundreds of thousands” and estimated that they saved \$25 for every \$1 invested in research.



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