



Increasing your local knowledge

## *Most Popular Courses*

Selecting the best possible course is a key decision that students have to make, and often a challenging one. They can follow their interest in one of the more traditional academic subjects, but with adult learners, it is more likely that they'll choose a course offering a clear career path; probably depending on job prospects in your area. These notes aim to increase your awareness of the most popular courses in your organisation and the reasons behind the student's choices.

### **UNDERSTANDING MOST POPULAR COURSES**

Despite the fact that hundreds of different courses exist, it is a fact that students tend to choose from a particular set of courses. Examining lists of most popular courses and trends are valuable market research tools as it is important to find out more about how the potential students think, what courses they are likely to choose and why. This knowledge will allow your organisation to recognise changes in preferred courses and adjust what's offered.

### **SUGGESTED QUESTIONS**

- Why is it important to be familiar with the most popular courses?
- What are the most popular courses now?
- What have been the most popular courses in the last 5 years?
- Has the trend changed?
- Does this reflect local needs?
- Discuss relevance
- Discuss how these issues may influence the way you engage with students

### **FURTHER INFORMATION**

- Your organisation
- Other course providers in your area