

# OUA Marketplace: offering new opportunities for growth in 2021

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April 2021

A marketplace is dynamic, constantly invigorated by new programs, units and learning options which respond to the evolving demands of students.

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New programs attract new students. Last year approximately 18% of OUA new student enrolments come from new programs.

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To receive the maximum benefits from the OUA marketplace, universities need to be updating programs, price, entry requirements, availability of study, student experience, and open access entry pathways for example to ensure their portfolio of programs is best placed to satisfy student demand.

With more than 400 programs offered by 21 universities, OUA's marketplace participation has nearly tripled over the past three years, growing from 148 undergraduate and postgraduate degrees to over 400 as at July 2020.

While growth in the volume of traditional master's and bachelor programs is consistent, our flexible marketplace has expanded to accommodate the other types of qualifications students are looking for including diplomas, short courses, undergraduate certificates and soon OUA will be offering microcredentials as well.

In 2020, the marketplace has expanded by:

 **4** new universities


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 **123** new programs

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 **13** new short courses

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 **33** new undergraduate certificates

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 **514** new undergraduate subjects

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 **179** new postgraduate subjects

With more than 400 programs offered by 21 universities, OUA's marketplace participation has nearly tripled over the past three years to offer even more choice for students.



**EMMA**

—  
Bachelor of Communication,  
Griffith University



**ADRIAN**  
—  
Graduate Certificate  
in Health Promotion,  
Curtin University

Program volume growth has been apparent in all disciplines but the areas of arts and humanities, business, health and education with programs numbers expanding by 145%, 137%, 266% and 234% respectively, are particularly noteworthy.

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We look back at how the marketplace has changed over the past three years and the opportunities for growth it offers universities in 2021 including:

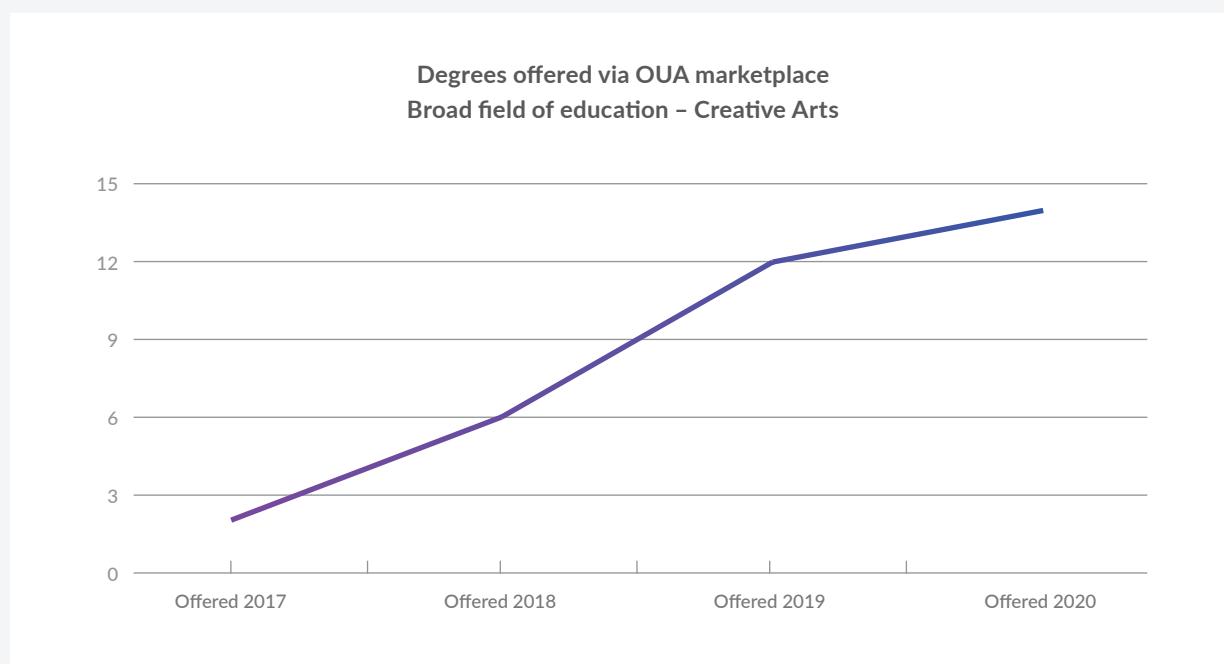
- Areas of high demand which lack the breadth of program choice students desire
- Areas of unmet demand which offers first mover advantage for universities able to fill current gaps in program availability
- Highly competitive areas of high demand which may appeal to universities able to demonstrate program differentiation

Lead Referral Services, a new way of bringing programs into marketplace is introduced on page 13. How lead referral became the highest converting lead source for on university partner is explained on page 36.

All graph data is sourced by OUA Gooddata, accessed 29 July 2020.

# Creative Arts

Experiencing consistent year-on-year (YOY) growth in enrolment numbers over the past 3 years, programs in Communication and Media Studies dominate this discipline. In 2020, six universities offered 14 programs, up from the previous 2 programs from 2 universities available in 2017.



Undergraduate communication programs with open access pathways could be an opportunity for growth by complementing existing offerings in this area. Broad price bands at the postgraduate level present an opening for universities willing to offer a competitive alternative.

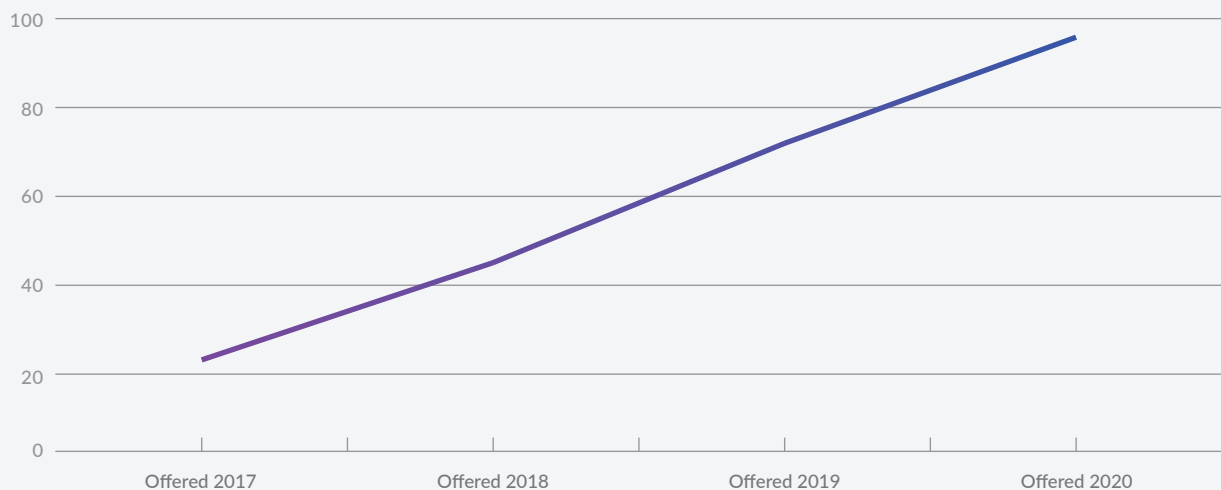
# 14

creative arts programs were offered in 2020

# Society and Culture

Recognizing the opportunity to offer more choice for students particularly in the areas of Behavioural Science (6 new) and Law and Justice (14 new), 9 new universities have added programs to this discipline since 2017. A total of 73 new programs from 15 universities were added to the marketplace in 2020, taking the total to 96.

Degrees offered via OUA marketplace  
Broad field of education – Society and Culture



Further new programs in Law and Justice, Cyber Security, Counter Terrorism and Environment would be well placed to satisfy demand and capture growing enrolment numbers in these areas.

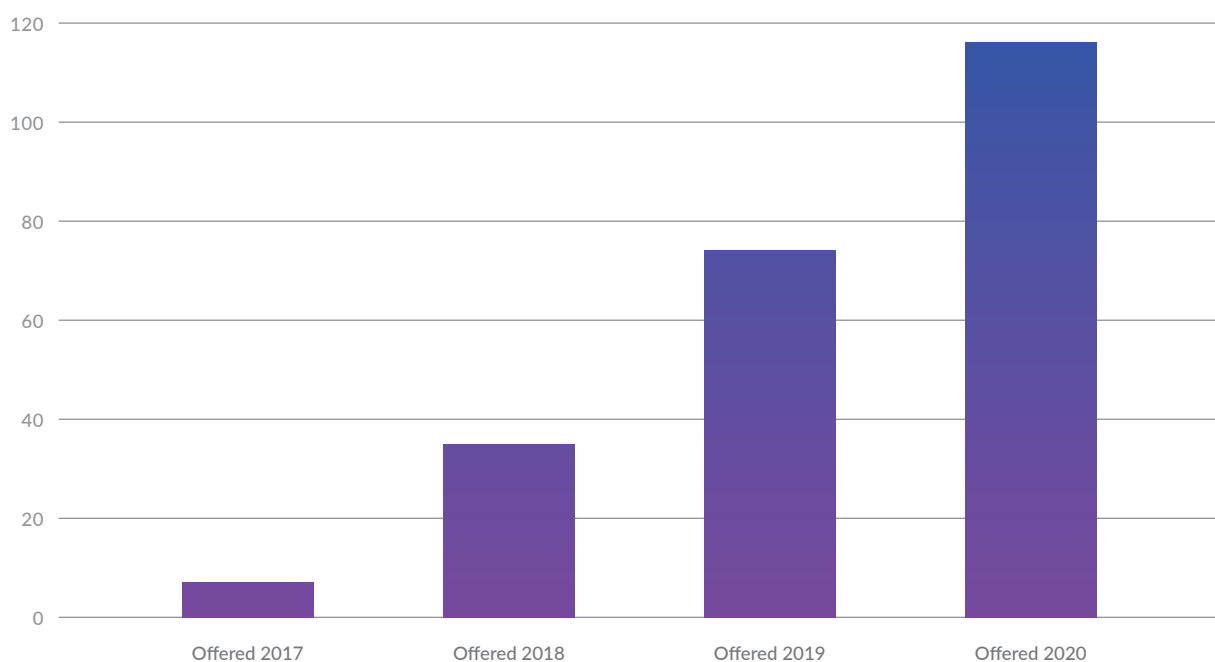
96

society & culture programs were available in 2020

# Management and Commerce

Perennially popular, enrolments within this discipline have traditionally grown YOY. With the non-exclusivity permitted by the OUA marketplace, 115 programs from 12 universities are now offered. This competitive discipline is dominated by postgraduate offerings including 16 MBA programs which students can easily evaluate side by side using OUA's compare functionality.

**Degrees offered via OUA marketplace**  
**Broad field of education – Management and Commerce**

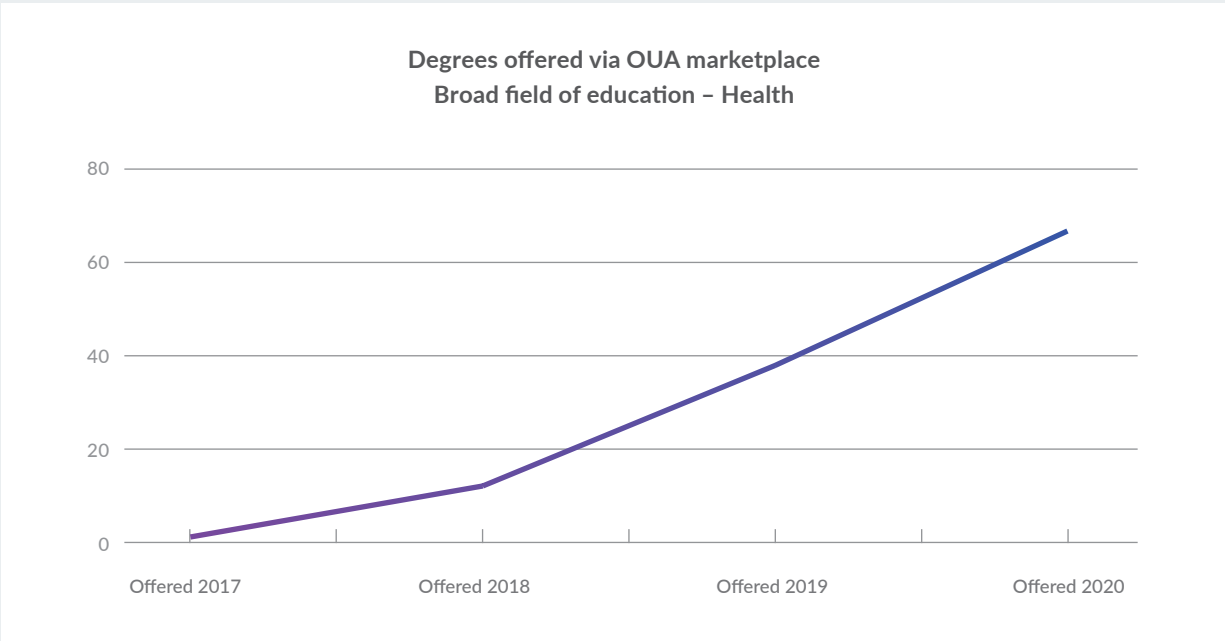


Some universities chose to offer degrees in the Management and Commerce discipline via OUA Lead Referral services, an additional acquisition channel which attracts qualified leads. New leads are transferred across to universities for completion of the sale and enrolment. Lead Referral enables universities with a developed lead nurturing system to bring programs to the marketplace quickly.

However, universities willing to offer programs via OUA end-to-end Full Service would receive the benefits of open access enrolments. Under a Full-Service agreement OUA bears the cost of application and enrolment helping students to enrol quickly but enables universities to benefit by offering a pathway to CSP.

# Health

Health has witnessed dramatic change recently, growing from a single program in 2017 to 73 in 2020. New programs in Rehabilitation Therapies, Nursing (Postgraduate) and Medical Studies at both undergraduate and postgraduate level have increased each year but the biggest growth has been in the number of Public Health programs now offered by 9 universities.



73

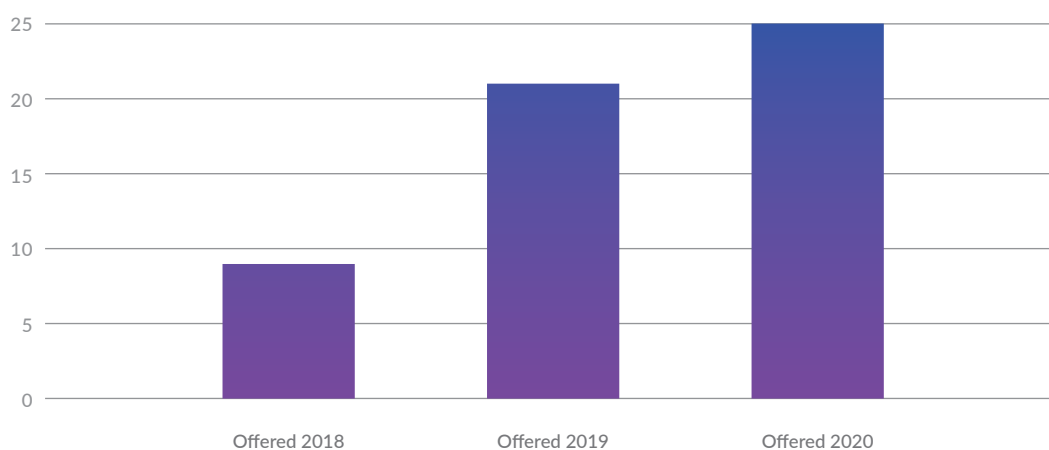
new health programs were offered in 2020

9

universities now offer Public Health programs



**Degrees offered via OUA marketplace  
Narrow field of education – Public Health**



There is an opportunity to complement the 4 undergraduate programs in Public Health and provide more choice for students seeking entry level qualifications in this area. There is a significant opportunity for a university to offer a Bachelor of Health with an open access pathway either as Full-Service or CSP.

Programs in Food and Nutrition are under-represented, additional undergraduate programs would help to satisfy the strong demand from students for alternative programs in this area.

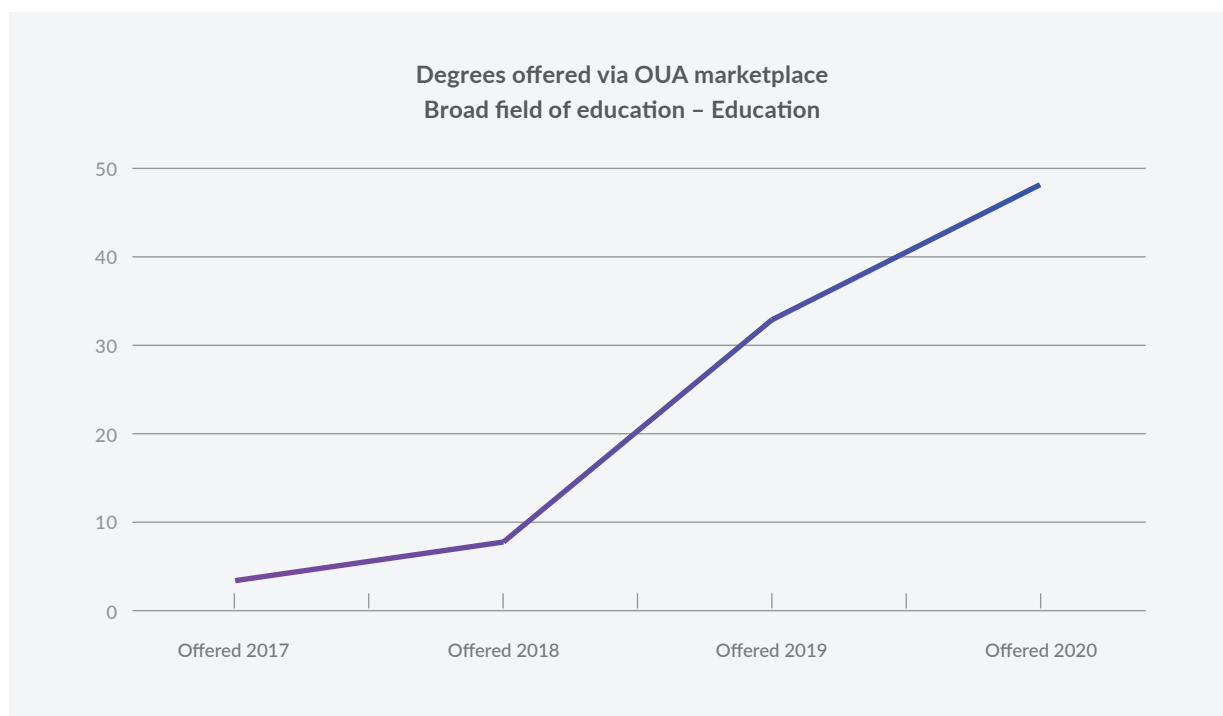
Additionally, a Bachelor of Community Health Management and/or Bachelor of Health Promotion would be a welcome addition to the current offering. Undergraduate offerings in Sports Science are also underrepresented and programs with an open access pathway would fill a current gap.



**NIKKI**

—  
Master of Teaching  
(Birth to 5 Years),  
Macquarie University

# Education



Programs in the education discipline are often some of OUA's top performing degrees which combined with YOY growth in enrolments numbers may help to explain the rapid growth in the number of programs offered via our marketplace from 2019.

Previously only one university made three teacher education degrees available, but in 2020, 46 programs from 12 universities are now offered.

A majority of these programs are in Teacher Education at the postgraduate level, and with only four undergraduate degrees on offer, additional programs at this level would be beneficial for students seeking more choice.



## Subject areas gaining momentum

In the 2019 Market Opportunities Overview, OUA identified several significant opportunities for universities to bring new courses into the OUA marketplace in high demand areas, specifically in Nursing, Law, Psychology, Finance, and Computer Science.

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Some universities have responded to this call by bringing new programs in areas such as undergraduate Law and Psychology, but unfulfilled demand is wanting especially in Nursing and Computer Science.

**MELISSA**

—

Graduate Certificate  
in Health Promotion,  
Curtin University



# Nursing

According to data from the OUA Student Advisory, nursing is the most requested program which OUA currently does not have in the marketplace. Undergraduate programs in nursing remains an opportunity for a university wanting to capitalise on this demand and can overcome the potential barriers to practicums which online teaching presents.

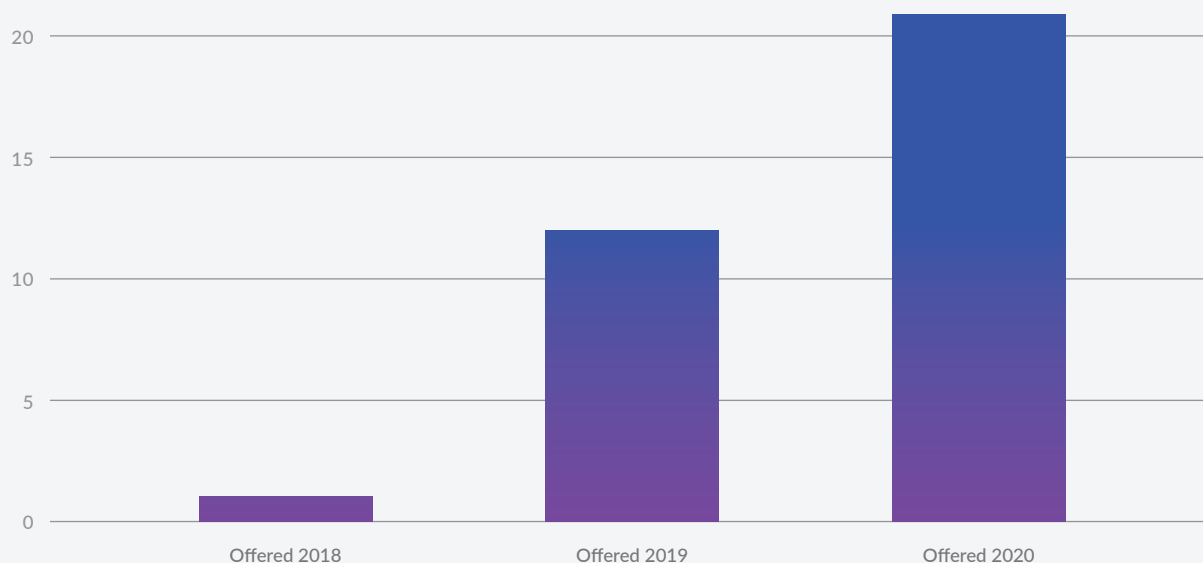
In 2019, OUA outlined potential solutions to addressing the practicum issue:

- Developing a course with multiple universities in different states.
- Offering the first year of a nursing degree online with articulation agreements into on-campus courses. Providing online health informatic units for students in on-campus degrees or as professional development for existing nurses.

At present the opportunity to secure first mover advantage by bringing an undergraduate nursing program into the OUA marketplace remains. This could be an undergraduate certificate, diploma associate degree or full bachelors degree.

Program growth in nursing has been at the postgraduate level with 5 universities adding 9 new programs since 2019. Most programs have been at the Graduate Certificate and Graduate Diploma level helping to meet demand from working professionals looking to advance their career.

**Degrees offered via OUA marketplace  
Narrow field of education – Nursing**



# Law

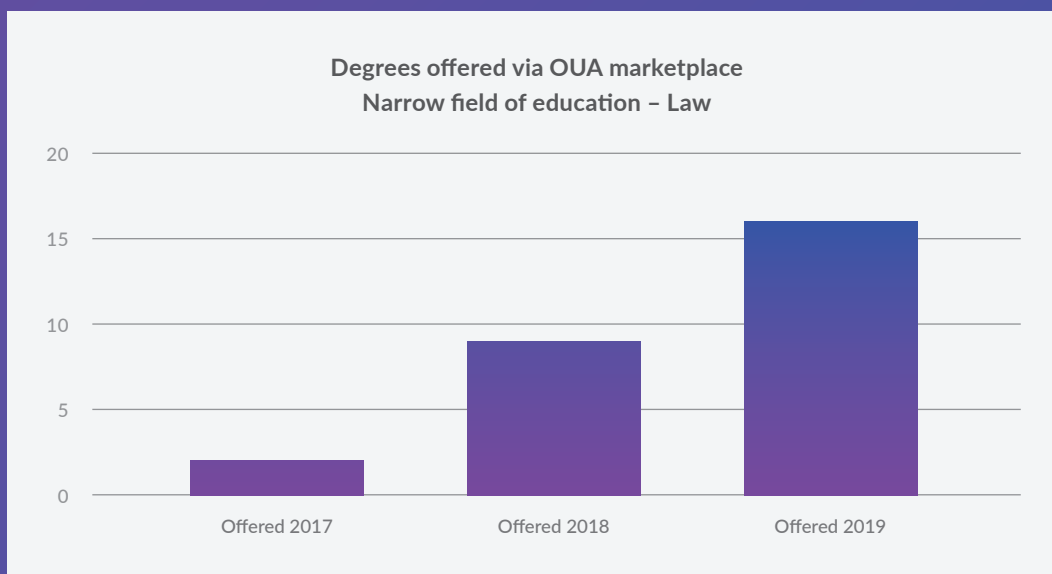
In 2019, OUA offered 9 law degrees from 6 universities, primarily at the postgraduate level.

Last year's Market Opportunities Overview, revealed opportunities for:

- Additional undergraduate law courses with both three and four-year options.
- Technology and data focused units designed with lawyers in mind.
- Graduate law programs with the option to take electives in business areas such as accounting, financial management and project management or soft skills such as collaboration and negotiation.

Universities recognized this and responded by bringing 7 new programs on-board including an additional 3-year undergraduate program to complement existing 4-year options.

Some new postgraduate degrees do include technology units, and many are commercially focused, but more flexibility in elective units with business or soft skills would broaden the choices for students seeking graduate study.



# Psychology

Last year, OUA expressed interest in talking to universities about overcoming the challenges in delivering an online postgraduate clinical or professional psychology degree and was prepared to invest in developing a viable solution.

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Whilst OUA has made available Rapid Development Funding (RDF) for the development of one undergraduate offering, the offer for postgraduate degrees remains open.

In 2019, OUA was very interested in online Graduate Diplomas in any of the following specialist areas, as recommended by the Australian Psychological Society:

- Clinical neuropsychology
- Clinical psychology
- Community psychology

- Counselling psychology
- Educational and developmental psychology
- Forensic psychology
- Health psychology
- Organisational psychology
- Sport and exercise psychology

Universities have made available postgraduate degrees in some of these specialisations such as forensic psychology however more breadth and depth of psychology degrees is needed to offer students diversity of choice.

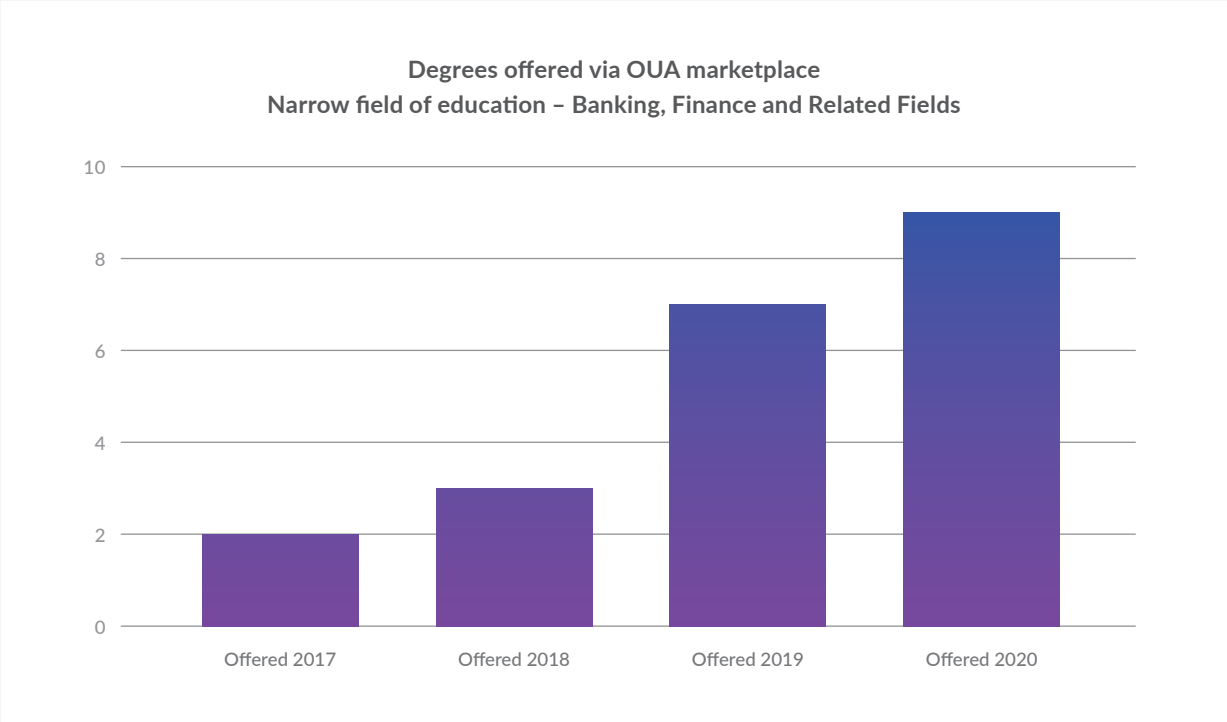


**DAVID**

—  
Bachelor of  
Behavioural Studies,  
Swinburne University

# Finance

OUA has previously revealed opportunities for universities to offer specialist postgraduate degrees in finance to meet the expected demand for qualifications to meet the compliance needs of the banking sector following the recommendations of the 2019 Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry.



In response to this, a further 6 degrees in Banking, Finance and Related Fields have been added to the marketplace taking the total number of degrees to 9 (2 undergraduate and 7 postgraduate), spanning 6 universities.

Single units in finance would also be appealing for Law students seeking electives in these areas.

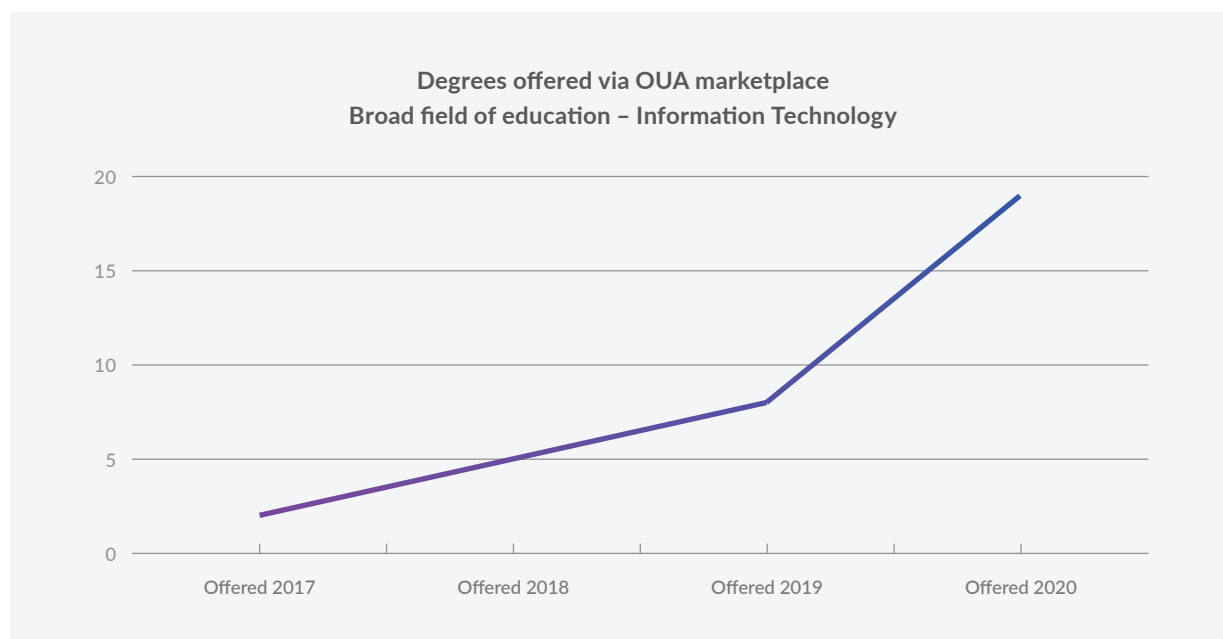


# Information Technology & Computer Science

With only 2 undergraduate offerings in 2017, this area has long been heralded by OUA as an opportunity for growth.

In 2018, OUA only had one undergraduate degree in fundamental ICT technologies and was interested in working with any university that was willing to offer more ICT courses with a broad range of specialist majors and minors, at both the undergraduate and postgraduate levels.

Responding to these calls, universities have added a further 20 Information Technology related programs, 12 of these new programs were added in the past year alone.



Whilst students now have much more choice, particularly at the postgraduate level, universities which respond to the opportunity for more Information Systems programs at the undergraduate level could be competitive.

Currently, there is no computer science degree on the OUA platform which is a gap that could offer first mover advantage for a university able to fill it.

Currently, there is no computer science degree on the OUA platform which is a gap that could offer **first mover advantage** for a university able to fill it.

# To explore new partnership opportunities

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## Contact the partner team

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