

# Online Education: An Industry & Competitor Analysis

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## Abstracts

This first ever analysis by Marketdata examines the booming \$60 billion “distance learning” or online education industry used by 6.2 million students. The industry has grown rapidly since 2002, as lax federal requirements for student loans permitted many consumers to pursue alternative careers or certifications to make themselves more marketable or make a career change. Internet access and heavy advertising also fueled demand. The last recession significantly increased enrollments. However, 2011 is a major transition year, as double-digit growth comes to a halt amid new federal rules regarding Pell grants and Title IV loans, and scrutiny of schools’ recruitment practices. As is true of many high growth sectors, online education has its growing pains—namely “diploma mills” that sell fake degrees and dubious accreditations, prompting critics to question the quality of online courses.

The study examines industry revenues/growth, competitor profiles/rankings, major industry issues, new federal regulations, the impact of the recession, bogus diploma mills, demand vis a vis traditional post-secondary education, etc. Covers national revenues from 2002-2010, 2011 estimates, 2015 forecasts). The study examines major findings of the Babson Survey Research Group and Sloan Consortium annual surveys, combined with proprietary Marketdata research, rankings and interviews.

In-depth profiles included for: The University of Phoenix (Apollo Group), Kaplan Higher Education (Washington Post), Capella University, DeVry University, Strayer University, Argosy University, Corinthian College, American Military University and Career Education.

Contains 38 tables and charts. This report is also sold by chapters. Call for prices.

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### **EXECUTIVE OVERVIEW OF MAJOR FINDINGS (\$300)**

Highlights of ALL study chapters: Discussion of industry nature, evolution and status as of mid-2011, why the industry grew rapidly, 2010-2011 performance, major developments and trends, results of annual Babson Survey Research Group Surveys, number of students enrolled, discussion of effect of the recession, opinions of market consultants, factors affecting demand, findings/outlook of industry leaders/consultants, discussion of impact of new Federal rules and scrutiny of programs' student default rates and school marketing practices, quality of online degrees vs. traditional degrees, the "diploma mill" problem, industry \$ size/growth: 2002-2015 F, main market segments.

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(Headquarters address and website, program specializations, degrees offered, profile of its customers, related services, recent mergers/acquisitions, recent company developments, accreditations, students enrollments, by type program, company revenues (2009-2010 revenues /expenses, profit), to 1st half 2011, year's outlook/coping with new regulations, mgmt. opinions, etc.). In-depth profiles for following companies

University of Phoenix (Apollo Group) page

Kaplan Higher Education (Washington Post)

Capella University

DeVry University

Strayer University

Argosy University

Corinthian College/ Everest University Online

American Military University

Career Education

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## **REFERENCE DIRECTORY OF INDUSTRY TRADE ASSOCIATIONS & INFORMATION SOURCES**

List of online and education industry trade associations, conferences, consultants and experts, research papers, analyst reports, etc. - address & phones.

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