



FINDINGS OF THE 2020 B-SCHOOL RANKINGS HEALTH ASSESSMENT


During the summer of 2020, Liaison surveyed graduate management education programs at institutions across the United States to assess how they market themselves to potential applicants on their websites.

Here are the trends we found:

THE AVERAGE NUMBER OF CLICKS

 **2.6** for a prospective student to find a listing of available programs from the **institution homepage**.

 **1.0** for a prospective student to find a listing of available programs from the **school homepage**.

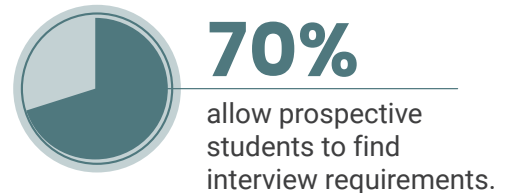
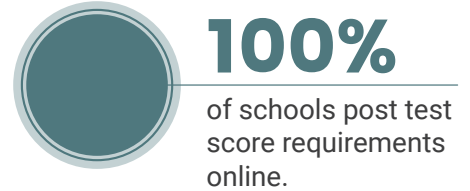
 **1.3** for a prospective student to access a **request for information form**.


28%


of programs promote their U.S. News & World Report ranking.



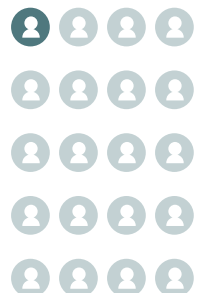
REQUIREMENTS



 **ONLY 8%** allow prospective students to learn the number of applications received each term;

 **12%** disclose the number of new students accepted each term.

JUST 6% allow prospective students to learn about cohort limits or maximum class sizes.



100% of schools make their information available for viewing on mobile devices.



Schedule your free rankings health consultation now to discuss your results.



Stephen Taylor
Research Director, BusinessCAS
Connect with me at
drift.me/stevetaylor

**50 programs at 48 institutions were reviewed as a part of this research project.*

businesscas.org | [#buildabetterclass](https://twitter.com/buildabetterclass)

BUSINESSCAS
by LIAISON