



Competitive Environment Assessment

Master of Public Administration Program Department of
Management, Marketing, and Public Administration Bowie State
University

2/15/2019

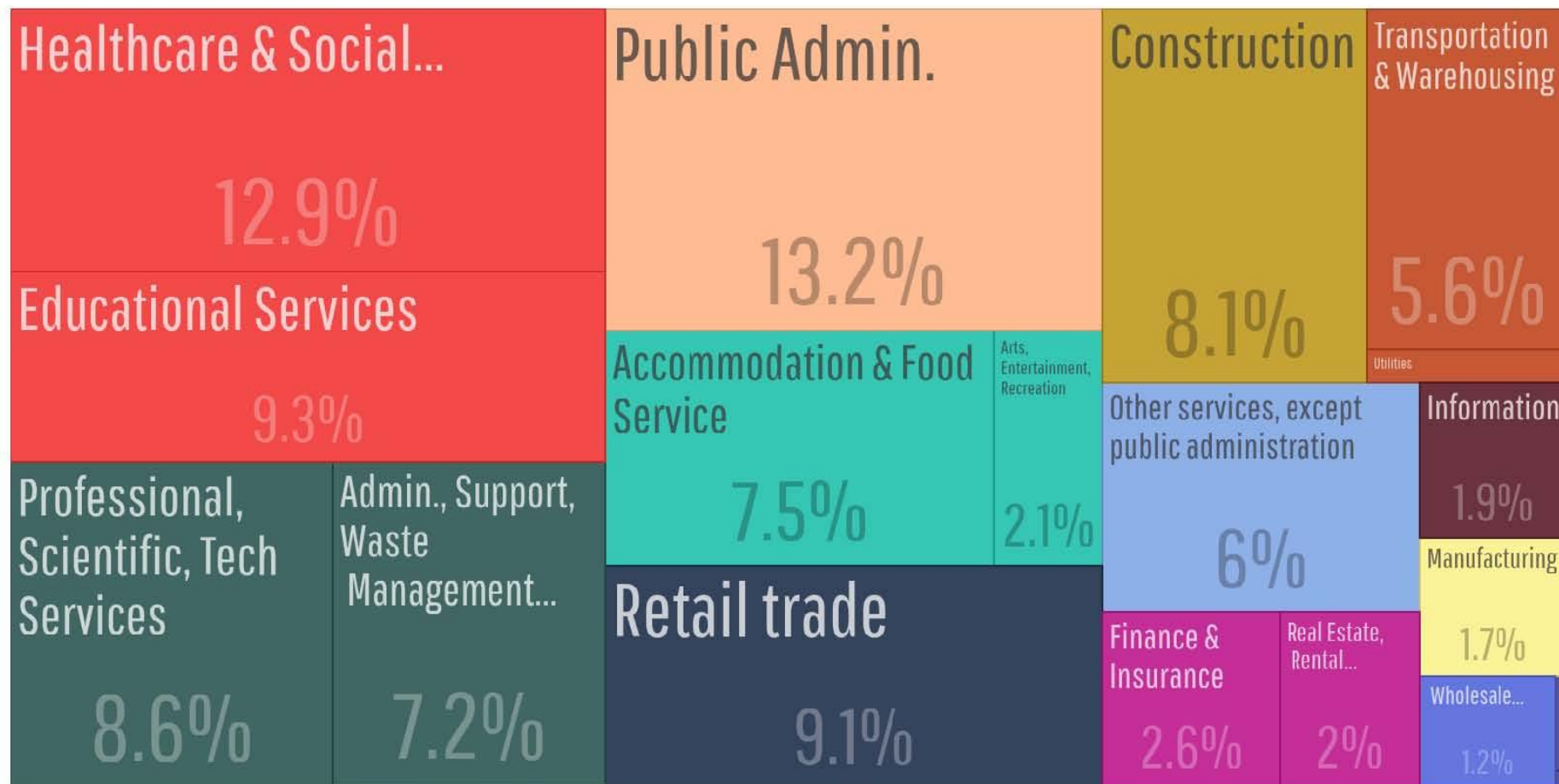
Market Assessment

- Diversified employers in Washington, DC metropolitan commuting area include:
 - Variety of industry and government agencies
 - Non-profits and Non-Governmental Organizations
 - State and Local government agencies and support
- High concentration of working professionals within neighboring counties
 - Prince George's, Howard, and Montgomery (MD)
 - Prince William, Arlington, and Fairfax (VA)
 - Washington, DC

Market Assessment (Prince George's County, MD)

Employment by Industries in Prince George's County, Md

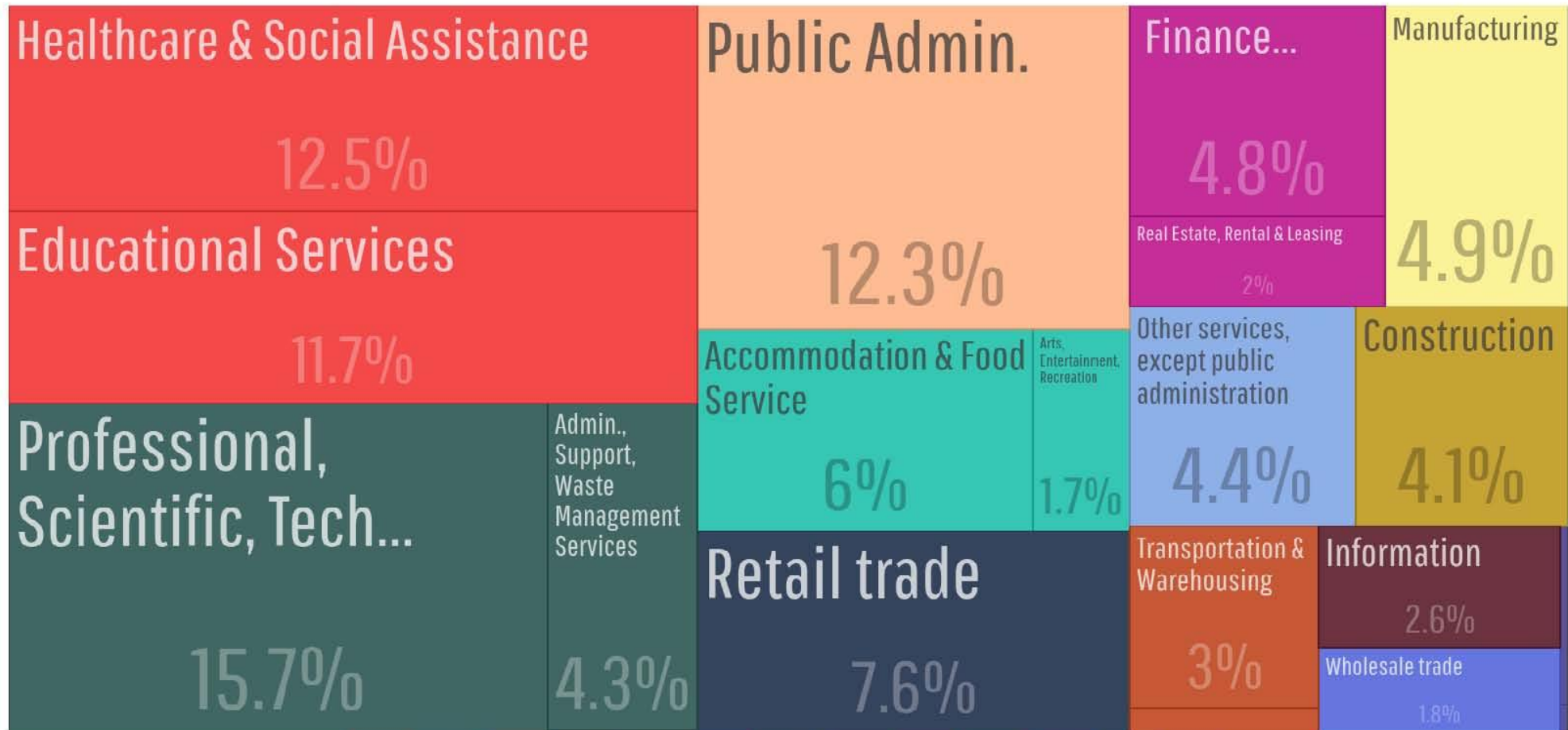
The closest comparable data for the county of Prince George's County, MD is from the state of Maryland.



Market Assessment (Howard County)

Employment by Industries in Howard County, Md

The closest comparable data for the county of Howard County, MD is from the state of Maryland.



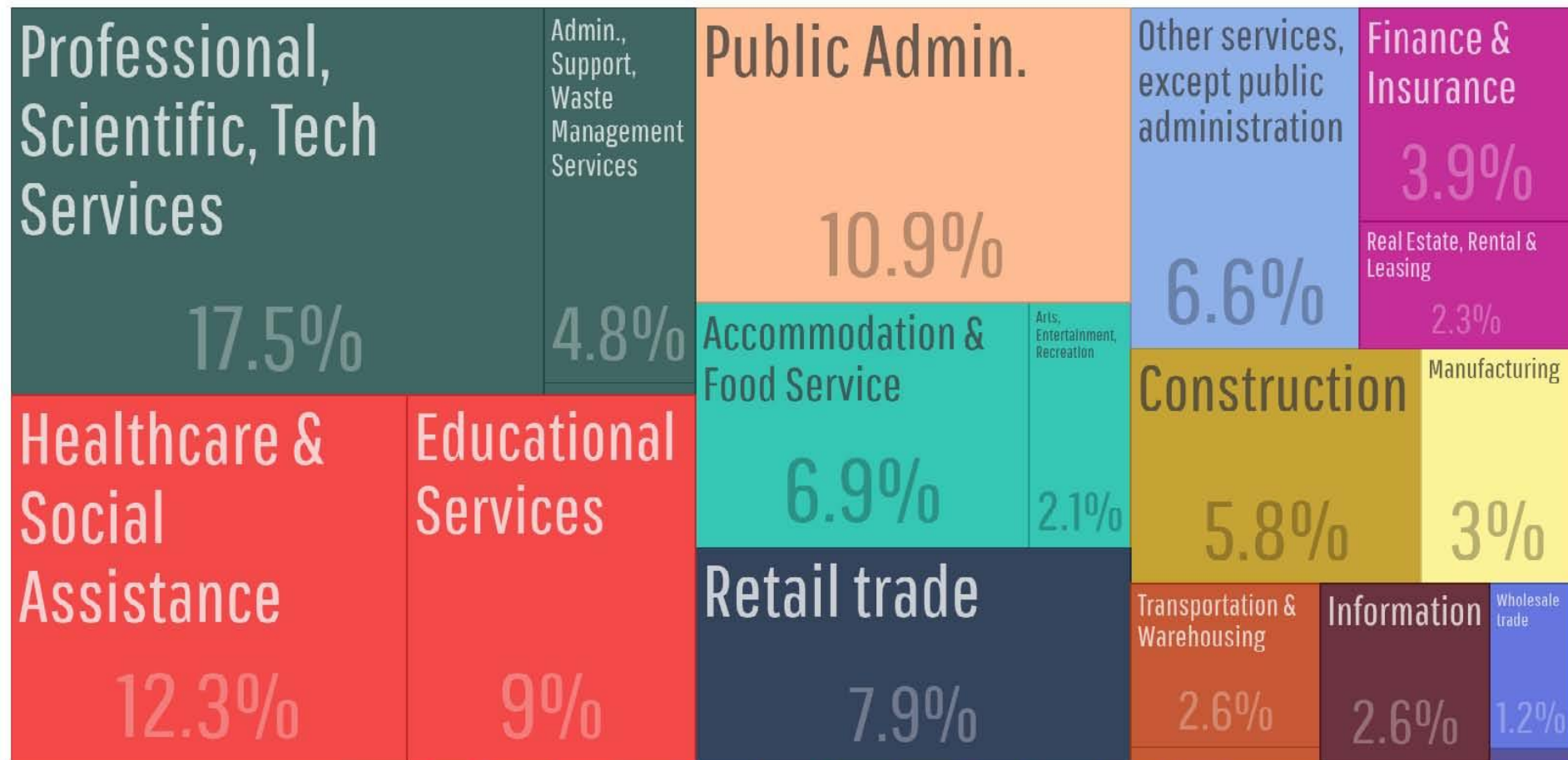
Market Assessment (Montgomery County)



Employment by Industries in Montgomery County, Md

Approx. 556k Employees
 1-yr Growth ~2.3%
 (2015 numbers)

The closest comparable data for the county of Montgomery County, MD is from the state of Maryland.



- 11-13% of professional employees in each county are employed **directly** in Public Administration
 - Prince George's County: Approx. 63,000 people
 - Howard County: Approx. 20,000 people
 - Montgomery County: Approx. 60,000 people
- Total **direct** market size is approx. **143,000 people**
- Total indirect market size is much greater
 - Potential to attract professionals from other fields
 - Management, health, science/engineering, etc.

Competitive Environment

4-yr and Post-Graduate Public Institutions

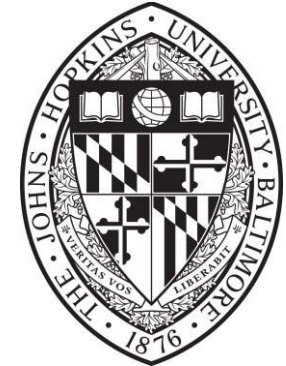


2-yr Institutions



HOWARD
COMMUNITY COLLEGE

Private Institutions



For-Profit Institutions

