

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.

Healthcare & Social		Public Admin.		Construction		ansportation Warehousing	
12.9% Educational Services		13.2%		8.1%		5.6%	
9.3%		Accommodation & Food Service	Arts, Entertainment, Recreation	O.170 Other services, except public administration		The second s	
Professional, Scientific, Tech Services	Admin., Support, Waste Management	7.5%2.1%Retail trade		6% Finance & Insurance		1.9% Manufacturing	
						1.7%	
8.6%	7.2%	9.1%		2.6%	2%	Wholesale 1.2%	
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Dataset: ACS 1-year Estimate Source: Census Bureau

DATA USA:

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.

Healthcare & Social Assistan	Public Admin.		Finance	Manufacturing				
12.5%			4.8%					
Educational Services		12.3%		Real Estate, Rental & Leasi 2%	4.9%			
11.7%		Accommodation & Food Service	Arts, Entertainment, Recreation	Other services, except public administration	Construction			
Professional,	Admin., Support, Waste Management Services	6%	1.7%	4.4%	4 .1%			
Scientific, Tech		Retail trade		Transportation & Warehousing				
15.7% 4.3%		7.6%		3%	Wholesale trade			
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Dataset: ACS 1-year Estimate Source: Census Bureau

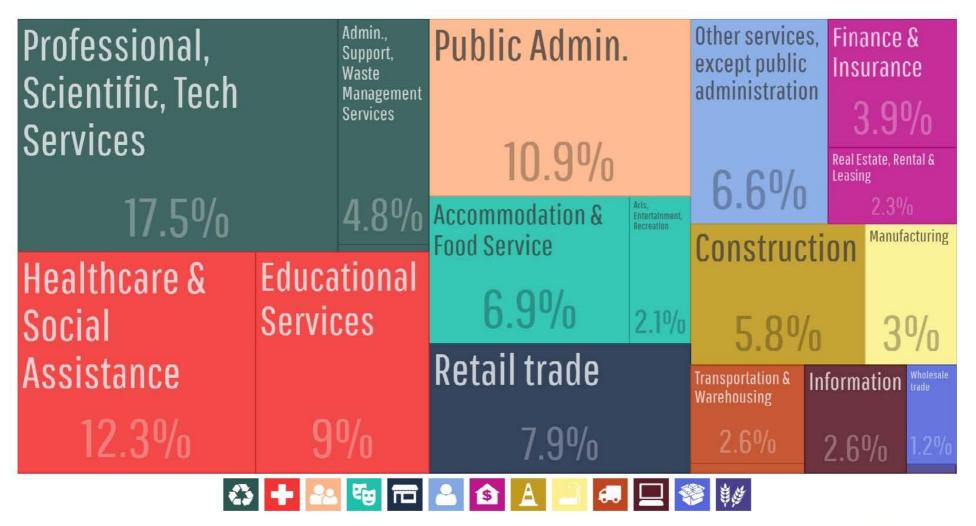
DATA USA:



Employment by Industries in Montgomery County, Md

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

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



Dataset: ACS 1-year Estimate Source: Census Bureau DATA USA:



In the second second

- 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













For-Profit Institutions





2-yr Institutions

Private Institutions



