

# Program Review Data Summary

**Subject: Marketing Management**

## Resource Utilization Indicators

	Number of Faculty		Student Credit Hours by Faculty Type		
	Part Time	Full Time	Part Time	Full Time	Total
2015	12	2	1,179	1,179	<b>2,358</b>
2016	8	2	934	1,224	<b>2,158</b>
2017	9	2	1,212	1,351	<b>2,563</b>

**Notes:**

Faculty type determined using cost center (org #). Some subjects may have more than one org #.

A full-time faculty member teaching a subject NOT tied to his or her home cost center is counted as part-time for that subject.

Total Student Credit Hours (SCH) are divided by the number of faculty teaching the class. E.g., for a class generating 30 SCH with 3 full-time faculty, then 10 SCH go to each faculty member.

## Quality Indicators

Year	Subject	Subject Prefix	Headcount (unduplicated)	seats filled	#sections	Average Class Size	% Student Completion	% Student Success	% Student Attrition	Student Credit Hours
2015	Marketing Management	MKT	567	808	52	15.5	91	73	8	<b>2,358</b>
2016	Marketing Management	MKT	515	742	53	14.0	87	69	12	<b>2,158</b>
2017	Marketing Management	MKT	572	867	57	15.2	88	71	11	<b>2,563</b>

**Notes:**

Attrition rate: number of students with a W grade divided by total enrolled (unduplicated headcount)

Success rate: number of students with grades A, B, C, or P divided by total enrolled (unduplicated headcount)

Completion rate: number of students with grades A, B, C, D, F, or P divided by total enrolled (unduplicated headcount)

## Quality Indicators - Expenses & Revenue

Year	Subject	Direct Tuition Revenue	Direct Expenses	Direct Cost Per CrHr	Total Revenue	Total Expenses	Total Cost Per CrHr
2016	Marketing Management	\$206,158.46	\$318,126.44	\$132.88	\$864,667.83	\$762,533.25	\$318.52
2017	Marketing Management	\$257,419.39	\$460,156.25	\$158.02	\$1,094,081.80	\$891,323.45	\$306.09

**Notes:**

CrHr: Credit Hour

direct: Includes department expenses/revenues as well as percentage of direct administrative expenditures.

indirect: Includes a percentage of expenses and revenues associated with all other areas of campus that provide support to your program.

total: includes both direct and indirect

source Activity Based Cost (ABC) model updated Spring 2018.

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### Quality Indicators - Program Outcomes

#### %Placement Rate for Graduates

employed	2013-2014	2014-2015	2015-2016
Marketing Management (2620 assoc)	100	100	50
Retail Sales Representative (5260 cert)	100	0	100
Sales and Customer Relations (4920 cert)	100	0	

#### # of Graduates

graduates	2015	2016	2017	total
Marketing Management (2620 assoc)	4	10	6	20
Retail Sales Representative (5260 cert)	2	4	3	9
Sales and Customer Relations (4920 cert)	2	2	1	5

#### # of Graduates Transferring

transfers	2013-2014	2014-2015	2015-2016
Marketing Management (2620 assoc)	3		1
Retail Sales Representative (5260 cert)	1		
Sales and Customer Relations (4920 cert)	2		