



## Program Review Data Summary

Subject: **Marketing Management**

### Resource Utilization Indicators

	Number of Faculty		Student Credit Hours by Faculty Type		
	Full Time	Part Time	Full Time	Part Time	Total
2017	2	9	1,351	1,212	<b>2,563</b>
2018	2	8	1,362	1,434	<b>2,796</b>
2019	2	8	1,037	1,770	<b>2,807</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
2017	Marketing Management	MKT	572	867	57	15.2	88	71	11	<b>2,563</b>
2018	Marketing Management	MKT	639	952	59	16.1	90	67	9	<b>2,796</b>
2019	Marketing Management	MKT	666	955	62	15.4	91	76	8	<b>2,807</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	\$891,301.11	\$306.08
2018	Marketing Management	\$236,171.82	\$474,615.96	\$155.10	\$1,281,623.25	\$941,510.98	\$307.68

**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.



## Program Review Data Summary

Subject: **Marketing Management**

### Quality Indicators - Program Outcomes

#### % Placement Rate for Graduates

employed	2015-2016	2016-2017	2017-2018
Digital Marketing (5470 cert)			
Marketing Management (2620 assoc)	50	0	33
Retail Sales Representative (5260 cert)	100	100	50
Sales and Customer Relations (4920 cert)			100

#### # of Graduates Transferring

transfers	2015-2016	2016-2017	2017-2018
Digital Marketing (5470 cert)			
Marketing Management (2620 assoc)	2	3	2
Retail Sales Representative (5260 cert)	1	0	1
Sales and Customer Relations (4920 cert)	1	0	0

### Quality Indicators - Expenses & Revenue

#### # of Graduates

graduates	2017	2018	2019	Total
Digital Marketing (5470 cert)			4	4
Marketing Management (2620 assoc)	6	7	5	18
Retail Sales Representative (5260 cert)	3	2		5
Sales and Customer Relations (4920 cert)	1	2		3