

JCCC Program Review Summary 2022

Subject: **Marketing Management**

Resource Utilization Indicators

	Number of Faculty		Student Credit Hours by Faculty Type		
	Full Time	Part Time	Full Time	Part Time	Total
2020	2	8	1,442	1,893	3,335
2021	2	7	2,042	1,737	3,779
2022	2	7	1,463	1,983	3,446

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 - Enrollment

Year	Subject	Subject Prefix	Headcount	Seats Filled	# Sections	Average Class Size	% Student Completion	% Student Success	% Student Attrition	Student Credit Hours
2020	Marketing Management	MKT	731	1,135	66	17.2	91	80	8	3,335
2021	Marketing Management	MKT	834	1,281	73	17.5	94	81	5	3,779
2022	Marketing Management	MKT	755	1,182	68	17.4	93	79	6	3,446

Notes:

Headcount: Unduplicated headcount of students enrolled in an academic year. Includes those who withdrew with a W grade.

Seats Filled: Duplicated headcount of students enrolled in an academic year. Includes those who withdrew with a W grade.

Attrition rate: Number of students with a W grade divided by seats filled.

Success rate: Number of students with grades A, B, C, or P divided by seats filled.

Completion rate: Number of students with grades A, B, C, D, F, or P divided by seats filled.

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Quality Indicators - Program Outcomes

% Placement Rate for Graduates

Employed	2018-2019	2019-2020	2020-2021
Digital Marketing (5470 cert)	50%		67%
Marketing Management (2620 assoc)		60%	80%
Retail Sales Representative (5260 cert)			
Sales and Customer Relations (4920 cert)		100%	

Notes:

Source: JCCC Follow-Up Survey

Placement rate calculation: Total employed in a related field divided by the total who responded to the JCCC Follow-up Survey.

of Graduates Transferring

Transfers	2018-2019	2019-2020	2020-2021
Digital Marketing (5470 cert)	2	1	7
Marketing Management (2620 assoc)	0	1	3
Retail Sales Representative (5260 cert)			
Sales and Customer Relations (4920 cert)		1	2

of Graduates

Graduates	2019-2020	2020-2021	2021-2022	Total
Digital Marketing (5470 cert)	6	15	10	31
Marketing Management (2620 assoc)	9	11	13	33
Sales and Customer Relations (4920 cert)	3	3	1	7