

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
2016	8	2	934	1,224	2,158
2017	9	2	1,212	1,351	2,563
2018	8	2	1,434	1,362	2,796

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
2016	Marketing Management	MKT	515	742	53	14.0	87	69	12	2,158
2017	Marketing Management	MKT	572	867	57	15.2	88	71	11	2,563
2018	Marketing Management	MKT	639	952	59	16.1	90	67	9	2,796

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.

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Quality Indicators - Program Outcomes

%Placement Rate for Graduates

employed	2014-2015	2015-2016	2016-2017
Marketing Management (2620 assoc)	100	50	0
Retail Sales Representative (5260 cert)	0	100	100
Sales and Customer Relations (4920 cert)	0		

of Graduates Transferring

transfers	2014-2015	2015-2016	2016-2017
Marketing Management (2620 assoc)		1	3
Retail Sales Representative (5260 cert)			0
Sales and Customer Relations (4920 cert)			0

Quality Indicators - Expenses & Revenue

of Graduates

graduates	2016	2017	2018	total
Marketing Management (2620 assoc)	10	6	7	23
Retail Sales Representative (5260 cert)	4	3	2	9
Sales and Customer Relations (4920 cert)	2	1	2	5