

JCCC Program Review Summary 2021

Subject: **Marketing Management**

Resource Utilization Indicators

	Number of Faculty		Student Credit Hours by Faculty Type		
	Part Time	Full Time	Part Time	Full Time	Total
2019	8	2	1770	1037	2807
2020	8	2	1893	1442	3335
2021	7	2	1737	2042	3779

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 (unduplicated)	seats filled	#sections	Average Class Size	% Student Completion	% Student Success	% Student Attrition	Student Credit Hours
2019	Marketing Management	MKT	666	955	62	15.4	91	76	8	2,807
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

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
2018	Marketing Management	\$236,171.82	\$475,286.28	\$155.32	\$1,278,782.60	\$992,384.60	\$324.31
2019	Marketing Management	\$281,945.49	\$495,069.41	\$152.80	\$1,513,829.71	\$977,416.12	\$301.67
2020	Marketing Management	\$345,954.77	\$561,654.35	\$150.01	\$1,642,797.09	\$1,156,819.36	\$308.98

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 Fall 2020.

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Quality Indicators - Program Outcomes

% Placement Rate for Graduates

Employed	2017-2018	2018-2019	2019-2020
Digital Marketing (5470 cert)		50%	
Marketing Management (2620 assoc)	33%		60%
Retail Sales Representative (5260 cert)	50%		
Sales and Customer Relations (4920 cert)	100%		100%

of Graduates Transferring

Transfers	2017-2018	2018-2019	2019-2020
Digital Marketing (5470 cert)		2	1
Marketing Management (2620 assoc)	2	0	1
Retail Sales Representative (5260 cert)	1		
Sales and Customer Relations (4920 cert)	0		1

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

Graduates	2018-2019	2019-2020	2020-2021	Total
Digital Marketing (5470 cert)	4	6	15	25
Marketing Management (2620 assoc)	5	9	11	25
Sales and Customer Relations (4920 cert)		3	3	6