



Office of Institutional Research and Assessment

Marketing-BS (CIP Code 520401)

Fall 2018 Snapshots

ENROLLMENT BY GENDER

Gender	Und. Grad.	Master's	PhD	Total	%
Male	53	N/A	N/A	53	57.6%
Female	39	N/A	N/A	39	42.4%
Total	92	N/A	N/A	92	100.0%

ENROLLMENT BY RACE

Race	Und. Grad.	Master's	PhD	Total	%
Black	84	N/A	N/A	84	91.3%
Other	8	N/A	N/A	8	8.7%
Total	92	N/A	N/A	92	100.0%

ENROLLMENT BY CLASSIFICATION

Classification	Und. Grad.	Grad.	Total	%
Freshman	20	N/A	20	21.7%
Sophomore	22	N/A	22	23.9%
Junior	17	N/A	17	18.5%
Senior	31	N/A	31	33.7%
Other Undergraduate	2	N/A	2	2.2%
Preparatory	0	N/A	0	0.0%
Graduates	N/A	N/A	0	0.0%
Other Graduates	N/A	N/A	0	0.0%
Total	92	N/A	92	100.0%

Undergraduate Majors

❖ Marketing (520401)

ENROLLMENT BY DEGREE STATUS

Status	Und. Grad.	Master's	PhD	Total	%
Full-time	89	N/A	N/A	89	96.7%
Part-time	3	N/A	N/A	3	3.3%
Total	92	N/A	N/A	92	100.0%

FIRST-TIME FULL-TIME FRESHMAN

Fall 2018	Fall 2017	Fall 2016	Fall 2015	Fall 2014
18	19	27	21	20

1ST TO 2ND YEAR RETENTION BY MAJOR

Major	Fall 2017 Cohort	Retained Fall 2018							
		Total Retained	%	Same Major	%	Major Changed	%	No Show	%
Marketing	19	12	63.2	10	52.6	2	10.5	7	36.8

COMPLETERS 2017-2018 BY LEVEL

Undergraduate	Master's	PhD	Total
19	N/A	N/A	19