



Department Profile
College of Business and Economics: Department of Marketing

Faculty Headcount (November 1 snapshot)	2016	2017	2018	2019	2020
Assistant Professor	6	5	5	4	*
Associate Professor	1	3	3	2	*
Professor	3	2	2	3	*
<i>Total Tenured/Tenure-Track Faculty</i>	<i>10</i>	<i>10</i>	<i>10</i>	<i>9</i>	<i>*</i>
Clinical & Visiting	1	1	1	2	*
Lecturer	3	5	6	6	*
Senior Lecturer	0	0	0	1	*
<i>Total Other Faculty</i>	<i>4</i>	<i>6</i>	<i>7</i>	<i>9</i>	<i>*</i>
TOTAL FULL-TIME FACULTY	14	16	17	18	*
* Available December 2020					

Enrolled Majors (Fall Census)	2016	2017	2018	2019	2020
Interactive Marketing (PBC)	27	43	36	27	36
Marketing Intelligence	27	46	36	28	37
<i>Total Graduate Majors</i>	<i>54</i>	<i>89</i>	<i>72</i>	<i>55</i>	<i>73</i>
TOTAL ENROLLED MAJORS	54	89	72	55	73

Student Credit Hours (Fall Census)	2016	2017	2018	2019	2020
Lower Undergraduate	2,028	2,277	2,028	2,073	1,881
Upper Undergraduate	4,283	4,341	4,332	4,104	4,155
Graduate	90	231	192	216	375
TOTAL STUDENT CREDIT HOURS	6,401	6,849	6,552	6,393	6,411

Undergraduate Class Size (Fall Census)	2016	2017	2018	2019	2020
10 to 19	1	1	3	2	0
20 to 29	5	6	15	8	0
30 to 39	42	54	47	50	0
40 to 49	8	0	0	0	0
TOTAL UNDERGRADUATE CLASSES	56	61	65	60	0



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Degrees & Certificates Awarded (Academic Year)	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Master's Degrees	n/a	2	21	28	10
Certificates	n/a	8	20	26	13
TOTAL DEGREES & CERTIFICATES AWARDED	n/a	10	41	54	23

Expenditures (Fiscal Year)	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Marketing	\$1,858,054	\$2,048,476	\$2,091,329	\$2,205,340	\$2,251,596
TOTAL DEPARTMENTAL EXPENDITURES	\$1,858,054	\$2,048,476	\$2,091,329	\$2,205,340	\$2,251,596

TOTAL COLLEGE EXPENDITURES	\$14,882,889	\$15,288,611	\$15,560,045	\$16,155,693	\$16,262,160
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