



Department Profile
College of Business and Economics: Department of Marketing

Faculty Headcount (November 1 snapshot)	2018	2019	2020	2021	2022
Assistant Professor	5	4	5	5	4
Associate Professor	3	2	2	2	3
Professor	2	3	3	2	5
<i>Total Tenured/Tenure-Track Faculty</i>	<i>10</i>	<i>9</i>	<i>10</i>	<i>9</i>	<i>12</i>
Clinical & Visiting	1	2	2	2	1
Lecturer	6	6	6	5	4
Senior Lecturer	0	1	1	1	1
<i>Total Other Faculty</i>	<i>7</i>	<i>9</i>	<i>9</i>	<i>8</i>	<i>6</i>
TOTAL FULL-TIME FACULTY	17	18	19	17	18

Enrolled Majors (Fall Census)	2018	2019	2020	2021	2022
Interactive Marketing (PBC)	36	27	36	32	30
Marketing Intelligence	36	28	37	32	29
<i>Total Graduate Majors</i>	<i>72</i>	<i>55</i>	<i>73</i>	<i>64</i>	<i>59</i>
TOTAL ENROLLED MAJORS	72	55	73	64	59

Student Credit Hours (Fall Census)	2018	2019	2020	2021	2022
Lower Undergraduate	2,028	2,073	1,881	1,779	2,310
Upper Undergraduate	4,332	4,104	4,155	3,870	3,811
Graduate	192	216	375	156	279
TOTAL STUDENT CREDIT HOURS	6,552	6,393	6,411	5,805	6,400

Undergraduate Class Size (Fall Census)	2018	2019	2020	2021	2022
2 to 9	0	0	0	1	0
10 to 19	3	2	0	5	4
20 to 29	15	8	0	10	11
30 to 39	47	50	0	36	41
TOTAL UNDERGRADUATE CLASSES	65	60	0	52	56



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Degrees & Certificates Awarded (Academic Year)	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Master's Degrees	21	28	10	26	16
Certificates	20	26	13	24	19
TOTAL DEGREES & CERTIFICATES AWARDED	41	54	23	50	35

Expenditures (Fiscal Year)	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Marketing	\$2,091,329	\$2,205,340	\$2,251,596	\$2,464,437	\$2,323,681
TOTAL DEPARTMENTAL EXPENDITURES	\$2,091,329	\$2,205,340	\$2,251,596	\$2,464,437	\$2,323,681

TOTAL COLLEGE EXPENDITURES	\$15,560,045	\$16,155,693	\$16,262,160	\$16,486,520	\$17,847,245
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