



Department Profile
College of Business and Economics: Department of Marketing

Faculty Headcount (November 1 snapshot)	2020	2021	2022	2023	2024
Assistant Professor	5	5	4	5	5
Associate Professor	2	2	3	3	3
Professor	3	2	4	3	3
Total Tenured/Tenure-Track Faculty	10	9	11	11	11
Clinical, Visiting & Practice	2	2	2	2	2
Lecturer	6	5	4	4	5
Senior Lecturer	1	1	1	1	1
Total Other Faculty	9	8	7	7	8
TOTAL FULL-TIME FACULTY	19	17	18	18	19

Enrolled Majors (Fall Census)	2020	2021	2022	2023	2024
Interactive Marketing (PBC)	36	32	30	39	41
Marketing Intelligence	37	32	29	39	39
Total Graduate Majors	73	64	59	78	80
TOTAL ENROLLED MAJORS	73	64	59	78	80

Student Credit Hours (Fall Census)	2020	2021	2022	2023	2024
Lower Undergraduate	1,881	1,779	2,310	2,205	2,442
Upper Undergraduate	4,155	3,870	3,811	3,801	3,438
Graduate	375	156	279	330	360
TOTAL STUDENT CREDIT HOURS	6,411	5,805	6,400	6,336	6,240

Undergraduate Class Size (Fall Census)	2020	2021	2022	2023	2024
2 to 9	0	1	0	0	0
10 to 19	0	5	4	4	3
20 to 29	0	10	11	10	17
30 to 39	0	36	41	43	35
TOTAL UNDERGRADUATE CLASSES	0	52	56	57	55



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Degrees & Certificates Awarded (Academic Year)	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Bachelor's Degrees	0	0	0	0	0
Master's Degrees	10	26	16	18	24
Doctoral Degrees	0	0	0	0	0
Certificates	13	24	19	17	22
TOTAL DEGREES & CERTIFICATES AWARDED	23	50	35	35	46

Expenditures (Fiscal Year)	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Marketing	\$2,251,596	\$2,464,437	\$2,323,681	\$3,003,526	\$3,081,504
TOTAL DEPARTMENTAL EXPENDITURES	\$2,251,596	\$2,464,437	\$2,323,681	\$3,003,526	\$3,081,504

TOTAL COLLEGE EXPENDITURES	\$16,262,160	\$16,486,520	\$17,847,245	\$19,636,589	\$21,457,891
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