



**Department Profile**  
**College of Business and Economics: Department of Marketing**

<b>Faculty Headcount (November 1 snapshot)</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Assistant Professor	4	5	5	4	5
Associate Professor	2	2	2	3	3
Professor	3	3	2	5	3
<i>Total Tenured/Tenure-Track Faculty</i>	9	10	9	12	11
Clinical, Visiting & Practice	2	2	2	1	2
Lecturer	6	6	5	4	4
Senior Lecturer	1	1	1	1	1
<i>Total Other Faculty</i>	9	9	8	6	7
<b>TOTAL FULL-TIME FACULTY</b>	18	19	17	18	18

<b>Enrolled Majors (Fall Census)</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Interactive Marketing (PBC)	27	36	32	30	39
Marketing Intelligence	28	37	32	29	39
<i>Total Graduate Majors</i>	55	73	64	59	78
<b>TOTAL ENROLLED MAJORS</b>	55	73	64	59	78

<b>Student Credit Hours (Fall Census)</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Lower Undergraduate	2,073	1,881	1,779	2,310	2,205
Upper Undergraduate	4,104	4,155	3,870	3,811	3,801
Graduate	216	375	156	279	330
<b>TOTAL STUDENT CREDIT HOURS</b>	6,393	6,411	5,805	6,400	6,336

<b>Undergraduate Class Size (Fall Census)</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
2 to 9	0	0	1	0	0
10 to 19	2	0	5	4	4
20 to 29	8	0	10	11	10
30 to 39	50	0	36	41	43
<b>TOTAL UNDERGRADUATE CLASSES</b>	60	0	52	56	57



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<b>Degrees &amp; Certificates Awarded (Academic Year)</b>	<b>2018-2019</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>
Master's Degrees	28	10	26	16	18
Certificates	26	13	24	19	17
<b>TOTAL DEGREES &amp; CERTIFICATES AWARDED</b>	<b>54</b>	<b>23</b>	<b>50</b>	<b>35</b>	<b>35</b>

<b>Expenditures (Fiscal Year)</b>	<b>2018-2019</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>
Marketing	\$2,205,340	\$2,251,596	\$2,464,437	\$2,323,681	\$3,003,526
<b>TOTAL DEPARTMENTAL EXPENDITURES</b>	<b>\$2,205,340</b>	<b>\$2,251,596</b>	<b>\$2,464,437</b>	<b>\$2,323,681</b>	<b>\$3,003,526</b>

<b>TOTAL COLLEGE EXPENDITURES</b>	<b>\$16,155,693</b>	<b>\$16,262,160</b>	<b>\$16,486,520</b>	<b>\$17,847,245</b>	<b>\$19,636,589</b>
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