



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

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

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

<b>Student Credit Hours (Fall Census)</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
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
<b>TOTAL STUDENT CREDIT HOURS</b>	<b>6,411</b>	<b>5,805</b>	<b>6,400</b>	<b>6,336</b>	<b>6,240</b>

<b>Undergraduate Class Size (Fall Census)</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
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
<b>TOTAL UNDERGRADUATE CLASSES</b>	<b>0</b>	<b>52</b>	<b>56</b>	<b>57</b>	<b>55</b>



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<b>Degrees &amp; Certificates Awarded (Academic Year)</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>	<b>2023-2024</b>
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
<b>TOTAL DEGREES &amp; CERTIFICATES AWARDED</b>	<b>23</b>	<b>50</b>	<b>35</b>	<b>35</b>	<b>46</b>

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

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