

2016-2017 Program Review

Marketing

<b>I Instruction</b>
<b>A Assessment goals and outcomes for each degree program (reported separately)</b>
<b>B Input Data</b>

B 1 Headcount, Person Years and FTE -- Overall and Devoted To Instruction

Marketing

		Marketing			College Total	University Total	
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017	
<b>Tenured &amp; tenure-earning faculty</b>	<b>Professor, Assoc Professor, Asst Professor</b>	<b>Total Headcount</b>	12	12	12	84	681
		<b>Total Person-Years</b>	10.0	10.6	10.0	72.1	574.5
		<b>Person-Years Devoted To Instruction</b>	4.9	4.8	4.1	32.6	275.1
		<b>Total FTE</b>	13.3	14.1	13.3	96.1	766.0
		<b>FTE Devoted to Instruction</b>	6.5	6.3	5.4	43.4	366.8
<b>Non-tenure-earning faculty</b>	<b>Instructors, Lecturers, Visiting Faculty</b>	<b>Total Headcount</b>	5	5	4	53	241
		<b>Total Person-Years</b>	5.0	5.3	3.8	46.5	189.4
		<b>Person-Years Devoted To Instruction</b>	3.5	3.4	2.1	36.0	150.7
		<b>Total FTE</b>	6.6	7.0	5.1	62.0	252.5



		Marketing			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
Other	--	<b>Person-Years Devoted To Instruction</b>				
		0.0	0.5	0.9	8.0	205.7
		<b>Total FTE</b>				
		0.9	2.1	1.4	40.2	444.0
		<b>FTE Devoted to Instruction</b>				
		0.0	0.7	1.2	10.7	274.2
		<b>Total Headcount</b>				
			1	1	46	337
		<b>Total Person-Years</b>				
			0.1	0.0	2.1	35.3
Total		<b>Person-Years Devoted To Instruction</b>				
			0.1	0.0	0.6	16.8
		<b>Total FTE</b>				
			0.1	0.0	2.8	47.0
		<b>FTE Devoted to Instruction</b>				
			0.1	0.0	0.8	22.4
		<b>Total Headcount</b>				
		24	26	29	405	3,335
		<b>Total Person-Years</b>				
		16.1	18.7	18.2	180.6	1,423.7
	<b>Person-Years Devoted To Instruction</b>					
	8.8	9.9	10.0	104.5	821.0	
	<b>Total FTE</b>					
	21.5	24.9	24.3	240.9	1,898.3	
	<b>FTE Devoted to Instruction</b>					
	11.7	13.2	13.4	139.4	1,094.7	

Source: Instruction and Research File

Report includes summer, fall and spring semester data

Faculty headcounts are unduplicated within year; faculty with appointments in multiple departments are counted in the department where they devoted most effort.

Adjuncts and Grad Assistants are counted in each department where they had an appointment.

Person-year= 1 person working full time for one year

1.00 FTE = .75 person-years

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B 2 Instructional Faculty and Adjuncts By Gender and Ethnicity

Marketing

Instructional Faculty (Tenured, tenure-earning, & non-tenure-earning)		Marketing			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
American Indian/Alaskan Native	Female					
	Male					1
	<b>Total</b>					<b>1</b>
Asian or Pacific Islander	Female		1	1	10	42
	Male	2	2	2	19	97
	<b>Total</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>29</b>	<b>139</b>
Black (Not of Hispanic Origin)	Female				4	39
	Male	1	1	1	7	24
	<b>Total</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>11</b>	<b>63</b>
Hispanic	Female		1	1	3	41
	Male	1	1	1	6	30
	<b>Total</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>9</b>	<b>71</b>
	Female	4	4	3	36	318

Instructional Faculty (Tenured, tenure-earning, & non-tenure-earning)		Marketing			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
White (Not of Hispanic Origin)	Male	9	8	8	61	396
	Total	13	12	11	97	714
Total	Female	4	6	5	53	440
	Male	13	12	12	93	548
	Total	17	18	17	146	988

Source: Instruction and Research File

Instructional Faculty includes tenured, tenure-earning and non-tenure-earning faculty members who taught a course during the year.

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B 2 Instructional Faculty and Adjuncts By Gender and Ethnicity  
Marketing

Adjuncts		Marketing			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
American Indian/Alaskan Native	Female					1
	Male					1
	Total					2
Asian or Pacific Islander	Female				3	12
	Male	1		1	3	14
	Total	1		1	6	26
Black (Not of Hispanic Origin)	Female				3	39
	Male				4	25
	Total				7	64
Hispanic	Female				5	48

Adjuncts		Marketing			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
	Male				3	27
	<b>Total</b>				8	75
White (Not of Hispanic Origin)	Female	1			15	285
	Male	1	2	5	51	219
	<b>Total</b>	2	2	5	66	504
Non-Resident Alien	Male					1
	<b>Total</b>					1
Total	Female	1			26	385
	Male	2	2	6	61	287
	<b>Total</b>	3	2	6	87	672

Source: Instruction and Research File

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B 3 Average Course Section Size and Percent of Sections Taught By Faculty  
Marketing

Course Level	Type	Section # Offered	Marketing			College Total	University Total
			2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
Undergraduate	Lecture/Seminar		95	101	109	902	5,337

		Marketing			College	University Total
		2014	2015	2016	2016-2017	2016-2017
		2015	2016	2017		
	# Enrolled	4,693	5,000	5,313	43,867	203,020
	Avg Section Enrollment	49.4	49.5	48.7	48.6	38.0
	Sections Offered	78	87	83	674	3,624
	% Faculty Taught	82.1	86.1	76.1	74.7	67.9
<b>Lab</b>	Sections Offered				20	878
	# Enrolled				607	16,292
	Avg Section Enrollment				30.4	18.6
	Sections Offered				0	441
	% Faculty Taught				0.0	50.2
<b>Discussion</b>	Sections Offered					330
	# Enrolled					9,256





		Marketing			College	University Total	
		2014	2015	2016	2016-2017	2016-2017	
		2015	2016	2017			
Lab	Enrollment						
	Sections	31	26	35	452	1,400	
	Faculty Taught	100.0	100.0	94.6	80.0	83.3	
	Sections Offered						64
	# Enrolled						497
	Avg Section Enrollment						7.8
	Sections Taught						68.8
	Sections Offered						44
	Other Course Types	Sections Offered	10	18	19	86	1,900
		# Enrolled	74	154	24	196	3,995
Avg Section Enrollment		7.4	8.6	1.3	2.3	2.1	
#		10	17	16	82	1,817	

Marketing			College Total	University Total
2014-2015	2015-2016	2016-2017	2016-2017	2016-2017

Sections Faculty Taught %

100.0	94.4	84.2	95.3	95.6
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Source: Instruction and Research File and Student Data Course File

'Other Course Types' includes DIS, Thesis/Dissertation Research, Individual Performance Instruction, Internships, etc.

Sections taught by tenured, tenure-earning and non-tenure-earning faculty are counted as 'faculty-taught'

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B 4 a Majors Enrolled By Level (Annual Headcount)

Marketing (Program CIP: 521401)

	Marketing			College Total	University Total
	2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>Professional</b>					259
<b>Bachelors</b>	375	457	561	7,987	28,830
<b>Masters/Specialist</b>				2,084	4,788
<b>Doctoral</b>				46	990
<b>Unclassified</b>				1	3,158
<b>Total</b>	<b>375</b>	<b>457</b>	<b>561</b>	<b>10,118</b>	<b>38,025</b>

Source: Student Data Course File

Note: For Annual Headcounts, each student is counted once whether enrolled in summer, fall or spring.  
 Students enrolled in more than one term during the year are included in the level of their latest term.

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B 4 b Majors Enrolled (Annual Headcount) By Gender and Ethnicity  
 Marketing (Program CIP: 521401)

		Marketing			College Total	University Total	
		2014- 2015	2015- 2016	2016- 2017	2016- 2017	2016-2017	
<b>Professional</b>	<b>Asian or Pacific Islander</b>	<b>Female</b>				20	
		<b>Male</b>				19	
		<b>Total</b>					<b>39</b>
	<b>Black (Not of Hispanic Origin)</b>	<b>Female</b>					13
		<b>Male</b>					5
		<b>Total</b>					<b>18</b>
	<b>Hispanic</b>	<b>Female</b>					20
		<b>Male</b>					12
		<b>Total</b>					<b>32</b>
	<b>White (Not of Hispanic Origin)</b>	<b>Female</b>					62
		<b>Male</b>					98
		<b>Total</b>					<b>160</b>
	<b>Not Reported</b>	<b>Female</b>					3
		<b>Male</b>					7
		<b>Total</b>					<b>10</b>
	<b>Total</b>	<b>Female</b>					118
		<b>Male</b>					141
		<b>Total</b>					<b>259</b>

			Marketing			College Total	University Total
			2014- 2015	2015- 2016	2016- 2017	2016- 2017	2016-2017
Undergraduate	American Indian/Alaskan Native	Female				24	119
		Male	1	2	2	34	100
		<b>Total</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>58</b>	<b>219</b>
	Asian or Pacific Islander	Female	10	15	15	221	905
		Male	7	8	4	197	706
		<b>Total</b>	<b>17</b>	<b>23</b>	<b>19</b>	<b>418</b>	<b>1,611</b>
	Black (Not of Hispanic Origin)	Female	21	23	29	874	3,937
		Male	26	25	28	682	2,405
		<b>Total</b>	<b>47</b>	<b>48</b>	<b>57</b>	<b>1,556</b>	<b>6,342</b>
	Hispanic	Female	42	73	109	1,089	4,489
		Male	35	44	71	1,036	3,180
		<b>Total</b>	<b>77</b>	<b>117</b>	<b>180</b>	<b>2,125</b>	<b>7,669</b>
	White (Not of Hispanic Origin)	Female	117	130	142	1,439	6,348
		Male	106	122	139	2,015	5,575
		<b>Total</b>	<b>223</b>	<b>252</b>	<b>281</b>	<b>3,454</b>	<b>11,923</b>
	Non-Resident Alien	Female	8	7	9	123	395
		Male	2	7	10	197	486
		<b>Total</b>	<b>10</b>	<b>14</b>	<b>19</b>	<b>320</b>	<b>881</b>
	Not Reported	Female			1	23	97
		Male	0	1	2	33	88
		<b>Total</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>56</b>	<b>185</b>
<b>Total</b>	Female	198	248	305	3,793	16,290	
	Male	177	209	256	4,194	12,540	
	<b>Total</b>	<b>375</b>	<b>457</b>	<b>561</b>	<b>7,987</b>	<b>28,830</b>	
Graduate	American Indian/Alaskan Native	Female				3	16
		Male				5	9
		<b>Total</b>				<b>8</b>	<b>25</b>

		Marketing			College Total	University Total
		2014- 2015	2015- 2016	2016- 2017	2016- 2017	2016-2017
	Asian or Pacific Islander	Female			62	163
		Male			62	123
		<b>Total</b>			<b>124</b>	<b>286</b>
	Black (Not of Hispanic Origin)	Female			235	712
		Male			139	308
		<b>Total</b>			<b>374</b>	<b>1,020</b>
	Hispanic	Female			250	617
		Male			208	394
		<b>Total</b>			<b>458</b>	<b>1,011</b>
	White (Not of Hispanic Origin)	Female			480	1,690
		Male			524	1,187
		<b>Total</b>			<b>1,004</b>	<b>2,877</b>
	Non-Resident Alien	Female			76	243
		Male			85	313
		<b>Total</b>			<b>161</b>	<b>556</b>
	Not Reported	Female				2
		Male			1	1
		<b>Total</b>			<b>1</b>	<b>3</b>
	Total	Female			1,106	3,443
		Male			1,024	2,335
		<b>Total</b>			<b>2,130</b>	<b>5,778</b>
Unclassified	American Indian/Alaskan Native	Female				7
		Male				3
		<b>Total</b>				<b>10</b>
	Asian or Pacific Islander	Female			1	179
		Male				155
		<b>Total</b>			<b>1</b>	<b>334</b>

		Marketing			College	University
		2014-	2015-	2016-	Total	Total
		2015	2016	2017	2016-	2016-2017
		2015	2016	2017	2017	
<b>Black (Not of Hispanic Origin)</b>	<b>Female</b>					280
	<b>Male</b>					171
	<b>Total</b>					<b>451</b>
<b>Hispanic</b>	<b>Female</b>					361
	<b>Male</b>					253
	<b>Total</b>					<b>614</b>
<b>White (Not of Hispanic Origin)</b>	<b>Female</b>					824
	<b>Male</b>					686
	<b>Total</b>					<b>1,510</b>
<b>Non-Resident Alien</b>	<b>Female</b>					91
	<b>Male</b>					126
	<b>Total</b>					<b>217</b>
<b>Not Reported</b>	<b>Female</b>					14
	<b>Male</b>					8
	<b>Total</b>					<b>22</b>
<b>Total</b>	<b>Female</b>				1	1,756
	<b>Male</b>					1,402
	<b>Total</b>				<b>1</b>	<b>3,158</b>

Source: Student Data Course File

Note: For Annual Headcounts, each student is counted once whether enrolled in summer, fall or spring.

Students enrolled in more than one term during the year are included in the level of their latest term.

Hospitality & Tourism (Program CIP: 520901)

	Hospitality & Tourism			College Total	University Total
	2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>Professional</b>					259
<b>Bachelors</b>	145	143	143	7,987	28,830
<b>Masters/Specialist</b>				2,084	4,788
<b>Doctoral</b>				46	990
<b>Unclassified</b>				1	3,158
<b>Total</b>	<b>145</b>	<b>143</b>	<b>143</b>	<b>10,118</b>	<b>38,025</b>

Source: Student Data Course File

Note: For Annual Headcounts, each student is counted once whether enrolled in summer, fall or spring.

Students enrolled in more than one term during the year are included in the level of their latest term.

B 4 b Majors Enrolled (Annual Headcount) By Gender and Ethnicity  
Hospitality & Tourism (Program CIP: 520901)

		Hospitality & Tourism			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>Professional</b>	<b>Asian or Pacific Islander</b>	<b>Female</b>				20
		<b>Male</b>				19
		<b>Total</b>				<b>39</b>
	<b>Black (Not of Hispanic Origin)</b>	<b>Female</b>				13
		<b>Male</b>				5
		<b>Total</b>				<b>18</b>
	<b>Hispanic</b>	<b>Female</b>				20

		Hospitality & Tourism			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
	Male					12
	<b>Total</b>					<b>32</b>
White (Not of Hispanic Origin)	Female					62
	Male					98
	<b>Total</b>					<b>160</b>
Not Reported	Female					3
	Male					7
	<b>Total</b>					<b>10</b>
Total	Female					118
	Male					141
	<b>Total</b>					<b>259</b>
Undergraduate American Indian/Alaskan Native	Female		2	1	24	119
	Male	1	1		34	100
	<b>Total</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>58</b>	<b>219</b>
Asian or Pacific Islander	Female	6	6	6	221	905
	Male	5	8	7	197	706
	<b>Total</b>	<b>11</b>	<b>14</b>	<b>13</b>	<b>418</b>	<b>1,611</b>
Black (Not of Hispanic Origin)	Female	9	16	16	874	3,937
	Male	13	9	4	682	2,405
	<b>Total</b>	<b>22</b>	<b>25</b>	<b>20</b>	<b>1,556</b>	<b>6,342</b>
Hispanic	Female	17	17	22	1,089	4,489
	Male	7	3	3	1,036	3,180
	<b>Total</b>	<b>24</b>	<b>20</b>	<b>25</b>	<b>2,125</b>	<b>7,669</b>
White (Not of Hispanic Origin)	Female	60	54	54	1,439	6,348
	Male	24	22	28	2,015	5,575
	<b>Total</b>	<b>84</b>	<b>76</b>	<b>82</b>	<b>3,454</b>	<b>11,923</b>
	Female	2	2		123	395



		<b>Hospitality &amp; Tourism</b>			<b>College Total</b>	<b>University Total</b>	
		<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2016-2017</b>	<b>2016-2017</b>	
<b>Graduate</b>	<b>Non-Resident Alien</b>	<b>Male</b>	1	1		197	486
		<b>Total</b>	<b>3</b>	<b>3</b>		<b>320</b>	<b>881</b>
	<b>Not Reported</b>	<b>Female</b>			1	23	97
		<b>Male</b>		2	1	33	88
		<b>Total</b>		<b>2</b>	<b>2</b>	<b>56</b>	<b>185</b>
	<b>Total</b>	<b>Female</b>	94	97	100	3,793	16,290
		<b>Male</b>	51	46	43	4,194	12,540
		<b>Total</b>	<b>145</b>	<b>143</b>	<b>143</b>	<b>7,987</b>	<b>28,830</b>
		<b>American Indian/Alaskan Native</b>				3	16
			<b>Female</b>				
			<b>Male</b>			5	9
			<b>Total</b>			<b>8</b>	<b>25</b>
		<b>Asian or Pacific Islander</b>				62	163
			<b>Female</b>				
			<b>Male</b>			62	123
			<b>Total</b>			<b>124</b>	<b>286</b>
		<b>Black (Not of Hispanic Origin)</b>				235	712
			<b>Female</b>				
			<b>Male</b>			139	308
			<b>Total</b>			<b>374</b>	<b>1,020</b>
		<b>Hispanic</b>				250	617
			<b>Female</b>				
			<b>Male</b>			208	394
		<b>Total</b>			<b>458</b>	<b>1,011</b>	
	<b>White (Not of Hispanic Origin)</b>				480	1,690	
		<b>Female</b>					
		<b>Male</b>			524	1,187	
		<b>Total</b>			<b>1,004</b>	<b>2,877</b>	
	<b>Non-Resident Alien</b>				76	243	
		<b>Female</b>					
		<b>Male</b>			85	313	
		<b>Total</b>			<b>161</b>	<b>556</b>	
	<b>Not Reported</b>					2	
		<b>Female</b>					

		<b>Hospitality &amp; Tourism</b>			<b>College Total</b>	<b>University Total</b>
		<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2016-2017</b>	<b>2016-2017</b>
<b>Unclassified</b>		<b>Male</b>			1	1
		<b>Total</b>			<b>1</b>	<b>3</b>
	<b>Total</b>	<b>Female</b>			1,106	3,443
		<b>Male</b>			1,024	2,335
		<b>Total</b>			<b>2,130</b>	<b>5,778</b>
		<b>American Indian/Alaskan Native</b>				7
			<b>Male</b>			3
			<b>Total</b>			<b>10</b>
		<b>Asian or Pacific Islander</b>				179
			<b>Female</b>		1	179
			<b>Male</b>			155
			<b>Total</b>		<b>1</b>	<b>334</b>
		<b>Black (Not of Hispanic Origin)</b>				280
			<b>Female</b>			280
			<b>Male</b>			171
			<b>Total</b>			<b>451</b>
		<b>Hispanic</b>				361
			<b>Female</b>			361
			<b>Male</b>			253
			<b>Total</b>			<b>614</b>
		<b>White (Not of Hispanic Origin)</b>				824
			<b>Female</b>			824
		<b>Male</b>			686	
		<b>Total</b>			<b>1,510</b>	
	<b>Non-Resident Alien</b>				91	
		<b>Female</b>			91	
		<b>Male</b>			126	
		<b>Total</b>			<b>217</b>	
	<b>Not Reported</b>				14	
		<b>Female</b>			14	
		<b>Male</b>			8	
		<b>Total</b>			<b>22</b>	
	<b>Total</b>	<b>Female</b>			1	1,756

	<b>Hospitality &amp; Tourism</b>			<b>College Total</b>	<b>University Total</b>
	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2016-2017</b>	<b>2016-2017</b>
<b>Male</b>					1,402
<b>Total</b>				<b>1</b>	<b>3,158</b>

Source: Student Data Course File

Note: For Annual Headcounts, each student is counted once whether enrolled in summer, fall or spring.

Students enrolled in more than one term during the year are included in the level of their latest term.

## Productivity Data

C 1 Annualized State-Fundable FTE Produced By Level  
Marketing

	<b>Marketing</b>			<b>College Total</b>	<b>University Total</b>
	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2016-2017</b>	<b>2016-2017</b>
<b>Undergraduate Total</b>	<b>348.0</b>	<b>373.3</b>	<b>398.0</b>	<b>3,268.2</b>	<b>15,813.5</b>
<b>Graduate Total</b>	<b>24.6</b>	<b>23.3</b>	<b>16.4</b>	<b>317.0</b>	<b>1,930.1</b>
<b>Grad I</b>	22.7	20.3	13.8	294.1	1,531.5
<b>Grad II</b>	1.9	3.0	2.6	22.9	398.7
<b>Classroom</b>	24.6	22.8	14.0	310.0	1,801.8
<b>Thesis-Dissertation</b>		0.6	2.4	6.9	128.4

	Marketing			College Total	University Total
	2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>Grand Total</b>	<b>372.6</b>	<b>396.7</b>	<b>414.5</b>	<b>3,585.2</b>	<b>17,743.7</b>

Source: Student Data Course File

Based On State-Fundable Credit Hours

Note: Grad I and Grad II groups will sum to Graduate Total; Classroom and Thesis-Dissertation will sum to Graduate Total.

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C 2 Annualized State-Fundable FTE Produced In/Out Of Department or College  
Marketing

		Courses offered by:				
		Marketing			College of Business	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>Course Level</b>	<b>FTE produced by students who are:</b>					
<b>Lower Division Undergraduate</b>	<b>Majors within the department</b>		0.2	0.3	18.1	766.4
	<b>Majors outside the department, but within the college</b>		4.4	7.4	438.6	1,910.4
	<b>Majors outside the college</b>		3.8	4.0	175.0	4,256.8
	<b>Total</b>		<b>8.4</b>	<b>11.6</b>	<b>631.8</b>	<b>6,933.5</b>
<b>Upper Division Undergraduate</b>	<b>FTE produced by students who are:</b>					
	<b>Majors within the department</b>	98.9	110.0	122.4	1,058.1	5,300.4

		<b>Courses offered by:</b>				
		<b>Marketing</b>			<b>College of Business</b>	<b>University Total</b>
		<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2016-2017</b>	<b>2016-2017</b>
<b>Graduate</b>	<b>Majors outside the department, but within the college</b>	206.9	211.7	217.1	1,328.8	2,435.9
	<b>Majors outside the college</b>	42.3	43.3	47.0	249.6	1,143.7
	<b>Total</b>	<b>348.0</b>	<b>364.9</b>	<b>386.4</b>	<b>2,636.5</b>	<b>8,880.0</b>
	<b>FTE produced by students who are:</b>					
	<b>Majors within the department</b>				171.4	1,594.9
	<b>Majors outside the department, but within the college</b>	23.0	22.0	14.3	106.4	193.2
	<b>Majors outside the college</b>	1.6	1.3	2.2	39.2	142.0
	<b>Total</b>	<b>24.6</b>	<b>23.3</b>	<b>16.4</b>	<b>317.0</b>	<b>1,930.1</b>
<b>Total</b>	<b>FTE produced by students who are:</b>					
	<b>Majors within the department</b>	98.9	110.1	122.7	1,247.7	7,661.7
	<b>Majors outside the department, but within the college</b>	229.9	238.2	238.7	1,873.7	4,539.5
	<b>Majors outside the college</b>	43.8	48.4	53.1	463.8	5,542.5
	<b>Total</b>	<b>372.6</b>	<b>396.7</b>	<b>414.5</b>	<b>3,585.2</b>	<b>17,743.7</b>

Source: Student Data Course File  
Based On State-Fundable Credit Hours

C 3 Degrees Awarded  
Marketing (Program CIP: 521401)

		Marketing			College Total	University Total
		2014- 2015	2015- 2016	2016- 2017	2016-2017	2016-2017
	<b>Degrees awarded with a:</b>					
<b>Associates</b>	<b>Single major</b>					269.0
	<b>All</b>					269.0
<b>Bachelors</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>	136.0	138.0	149.0	1,427.0	5,553.0
	<b>Double or triple major</b>	30.0	32.0	28.0	76.0	141.0
	<b>All</b>	166.0	170.0	177.0	1,503.0	5,694.0
<b>Masters</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>				546.0	1,468.0
	<b>Double or triple major</b>				1.0	2.0
	<b>All</b>				547.0	1,470.0
<b>Specialist</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>					18.0
	<b>All</b>					18.0
<b>Doctorate</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>				10.0	138.0
	<b>All</b>				10.0	138.0
<b>First Professional</b>	<b>Degrees awarded with a:</b>					62.0

		Marketing			College Total	University Total
		2014- 2015	2015- 2016	2016- 2017	2016-2017	2016-2017
<b>Total</b>	<b>Single major</b>					
	<b>All</b>					62.0
	<b>Degrees awarded with a:</b>					
	<b>Single major</b>	136.0	138.0	149.0	1,983.0	7,508.0
	<b>Double or triple major</b>	30.0	32.0	28.0	77.0	143.0
	<b>All</b>	<b>166.0</b>	<b>170.0</b>	<b>177.0</b>	<b>2,060.0</b>	<b>7,651.0</b>

Source: Student Data Course File

Note: Degrees awarded with multiple majors may result in fractional degree totals for some groups.

A degree awarded with a single major contributes 1 degree, a double major contributes 1/2 degree in each major, and a triple major contributes 1/3 degree in each major to the degree totals.

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C 3 Degrees Awarded  
Hospitality & Tourism (Program CIP: 520901)

		Hospitality & Tourism			College Total	University Total
		2014- 2015	2015- 2016	2016- 2017	2016-2017	2016-2017
<b>Associates</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>					269.0
	<b>All</b>					269.0
<b>Bachelors</b>	<b>Degrees awarded with a:</b>	49.0	56.0	42.0	1,427.0	5,553.0

		Hospitality & Tourism			College Total	University Total
		2014- 2015	2015- 2016	2016- 2017	2016-2017	2016-2017
	<b>Single major</b>					
	<b>Double or triple major</b>	5.0	3.0		76.0	141.0
	<b>All</b>	54.0	59.0	42.0	1,503.0	5,694.0
<b>Masters</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>				546.0	1,468.0
	<b>Double or triple major</b>				1.0	2.0
	<b>All</b>				547.0	1,470.0
<b>Specialist</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>					18.0
	<b>All</b>					18.0
<b>Doctorate</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>				10.0	138.0
	<b>All</b>				10.0	138.0
<b>First Professional</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>					62.0
	<b>All</b>					62.0
<b>Total</b>	<b>Degrees awarded with a:</b>					
	<b>Single major</b>	<b>49.0</b>	<b>56.0</b>	<b>42.0</b>	<b>1,983.0</b>	<b>7,508.0</b>
	<b>Double or triple major</b>	<b>5.0</b>	<b>3.0</b>		<b>77.0</b>	<b>143.0</b>
	<b>All</b>	<b>54.0</b>	<b>59.0</b>	<b>42.0</b>	<b>2,060.0</b>	<b>7,651.0</b>

Source: Student Data Course File



Note: Degrees awarded with multiple majors may result in fractional degree totals for some groups.

A degree awarded with a single major contributes 1 degree, a double major contributes 1/2 degree in each major,

and a triple major contributes 1/3 degree in each major to the degree totals.

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## Efficiency Data

D 1 B Annualized Student FTE Produced Per FACULTY Instructional Person-Year (Student Faculty Ratio)

Marketing

	Marketing			College Total	University Total
	2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>Undergraduate</b>	41.6	45.6	64.9	47.7	37.1
<b>Graduate</b>	2.9	2.9	2.7	4.6	4.5
<b>Total</b>	<b>44.5</b>	<b>48.5</b>	<b>67.6</b>	<b>52.3</b>	<b>41.7</b>

Source: Instruction and Research File and Student Data Course File

Includes Instructional Person-Years from Tenured, Tenure-earning and Non-tenure-earning faculty only

Annualized FTE (C 1) produced for each person-year devoted to instruction (B 1 department total).

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D 2 Degrees Awarded Per FACULTY Instructional Person Year

Marketing (Program CIP: 521401)

	Marketing			College Total	University Total
	2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>Associates</b>	0	0	0	0	0.6

	<b>Marketing</b>			<b>College Total</b>	<b>University Total</b>
	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2016-2017</b>	<b>2016-2017</b>
<b>Bachelors</b>	19.8	20.8	28.9	21.9	13.4
<b>Masters</b>	0	0	0	8.0	3.5
<b>Specialist</b>	0	0	0	0	0.0
<b>Doctorate</b>	0	0	0	0.1	0.3
<b>First Professional</b>	0	0	0	0	0.1
<b>Total</b>	<b>19.8</b>	<b>20.8</b>	<b>28.9</b>	<b>30.1</b>	<b>18.0</b>

Source: Instruction and Research File and Student Data Course File

Includes Instructional Person-Years from Tenured, Tenure-earning and Non-tenure-earning faculty only

Number of Degrees (C 3) produced for each Faculty person-year devoted to instruction (B 1 tenured, tenure-earning and non-tenure-earning faculty).

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D 2 Degrees Awarded Per FACULTY Instructional Person Year  
Hospitality & Tourism (Program CIP: 520901)

	<b>Hospitality &amp; Tourism</b>			<b>College Total</b>	<b>University Total</b>
	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2016-2017</b>	<b>2016-2017</b>
<b>Associates</b>	0	0	0	0	0.6
<b>Bachelors</b>	6.5	7.2	6.9	21.9	13.4
<b>Masters</b>	0	0	0	8.0	3.5
<b>Specialist</b>	0	0	0	0	0.0
<b>Doctorate</b>	0	0	0	0.1	0.3
<b>First Professional</b>	0	0	0	0	0.1
<b>Total</b>	<b>6.5</b>	<b>7.2</b>	<b>6.9</b>	<b>30.1</b>	<b>18.0</b>

Source: Instruction and Research File and Student Data Course File

Includes Instructional Person-Years from Tenured, Tenure-earning and Non-tenure-earning faculty only

Number of Degrees (C 3) produced for each Faculty person-year devoted to instruction (B 1 tenured, tenure-earning and non-tenure-earning faculty).

**Effectiveness Data**

E 1 Rating Instructor's Overall Teaching Effectiveness (item 6) from Student Perception of Teaching (SPOT)  
Marketing

**6. Rate your instructor's overall teaching effectiveness in this course**

		Marketing			College Total			University Total		
		Summ er 2016	Fall 201 6	Sprin g 2017	Summ er 2016	Fall 201 6	Sprin g 2017	Summ er 2016	Fall 201 6	Sprin g 2017
<b>Undergradu ate</b>	<b># Sectio ns</b>	13	35	34	158	338	333	925	2,655	2,450
	<b>Mean Rating</b>	<b>1.4</b>	<b>1.5</b>	<b>1.5</b>	<b>1.6</b>	<b>1.8</b>	<b>1.7</b>	<b>1.6</b>	<b>1.7</b>	<b>1.6</b>
<b>Graduate</b>	<b># Sectio ns</b>	2	8	11	77	159	149	202	514	495
	<b>Mean Rating</b>	<b>1.5</b>	<b>2.0</b>	<b>2.0</b>	<b>1.7</b>	<b>1.8</b>	<b>1.8</b>	<b>1.6</b>	<b>1.6</b>	<b>1.6</b>
<b>Total</b>	<b># Sectio ns</b>	15	43	45	235	497	482	1,127	3,169	2,945
	<b>Mean Rating</b>	<b>1.4</b>	<b>1.6</b>	<b>1.6</b>	<b>1.7</b>	<b>1.8</b>	<b>1.7</b>	<b>1.6</b>	<b>1.7</b>	<b>1.6</b>

Source: Student Perception of Teaching Results, Summer 2016 to Spring 2017

## II. Research, Creative & Scholarly Activities

A Assessment Goals and Outcomes for Research (reported separately)

B 1 Faculty Person Years and FTE Devoted to Research

Marketing

Department			Marketing			College Total	University Total	
			2014-2015	2015-2016	2016-2017	2016-2017	2016-2017	
Departmental Research	--	Person -Years			0.0	0.4	1.8	
		FTE			0.0	0.6	2.4	
	Tenured & tenure-earning faculty	Professor, Assoc Professor, Asst Professor	Person -Years	2.2	2.4	2.1	20.7	146.8
			FTE	2.9	3.3	2.8	27.6	195.8
	Non-tenure-earning faculty	Instructors, Lecturers, Visiting Faculty	Person -Years		0.1	0.1	1.2	3.9
			FTE		0.1	0.1	1.7	5.2
	Other personnel paid on faculty pay plan	--	Person -Years					4.7
			FTE					6.2
	<b>Total</b>		Person -Years	2.2	2.5	2.2	22.4	157.2
			FTE	2.9	3.4	2.9	29.9	209.6
Sponsored Research	--	Person -Years					48.5	
		FTE					64.7	
	Tenured & tenure-earning faculty	Professor, Assoc Professor, Asst Professor	Person -Years	0.0		0.4	17.2	
			FTE	0.0		0.5	23.0	

			Marketing			College Total	University Total
			2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
Non-tenure-earning faculty	Instructors, Lecturers, Visiting Faculty	Person -Years	0.0			0.0	3.0
		FTE	0.0			0.0	4.0
Other personnel paid on faculty pay plan	--	Person -Years					30.9
		FTE					41.2
<b>Total</b>		Person -Years	0.0			0.4	99.6
		FTE	0.1			0.5	132.8

Source: Instruction and Research File

'Other personnel paid on faculty pay plan' includes Scholar/Scientist/Engineer (all ranks), Research Assoc, Assoc In, Asst In, Postdoctoral Assoc

Includes summer, fall and spring semester data

Person-year= 1 person working full time for one year

1.00 FTE = .75 person-years

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C 1-9 Research/Scholarly Productivity

Marketing

		Marketing			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>1. Books (including monographs &amp; compositions)</b>	#	1	2	1	7	115

		Marketing			College	University
		2014- 2015	2015- 2016	2016- 2017	Total 2016- 2017	Total 2016-2017
<b>2. Other peer-reviewed publications</b>	#	25	59	42	149	1,485
<b>3. All other publications</b>	#	2	2	9	175	714
<b>4. Presentations at professional meetings or conferences</b>	#	27	40	52	189	1,862
<b>5. Productions/Performances/Exhibitions</b>	#	0	0	0	0	285
<b>6. Grant Proposals Submitted</b>	#	0	0	0	0	0

Sources: College Dean's Office and Division of Research (Grant Proposals Submitted & Sponsored Research & Program Expenditures)

Note: Grant Proposals Submitted includes proposals administered by the Division of Research only. This number does not include funding proposals administered by the FAU Foundation. University Total Grant Proposals Submitted excludes proposals submitted by units outside the University's Colleges (e.g., IRM, Library).

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D 1-9 Efficiency Data  
Marketing

		Marketing			College	University
		2014- 2015	2015- 2016	2016- 2017	Total 2016- 2017	Total 2016-2017
<b>1. Books (including monographs &amp; compositions) per faculty member</b>		0.1	0.2	0.1	0.1	0.2
<b>2. Other peer-review publications per faculty member</b>		2.1	4.9	3.5	1.8	2.2
<b>3. All other publications per faculty member</b>		0.2	0.2	0.8	2.1	1.0
<b>4. Presentations at professional meetings or conferences per faculty member</b>		2.3	3.3	4.3	2.3	2.7

	Marketing			College Total	University Total
	2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>5. Productions/Performances/Exhibitions per faculty member</b>	0.0	0.0	0.0	0.0	0.4
<b>6. Grant proposals submitted per faculty member</b>	0.0	0.0	0.0	0.0	0.0

Scholarly output(Section II, C 1-9) per tenured and tenure earning faculty member (Section I B 1)

### III. Service

A Assessment Goals and Outcomes for Service (reported separately)

B 1-3 Service Productivity

Marketing

		Marketing			College Total	University Total
		2014-2015	2015-2016	2016-2017	2016-2017	2016-2017
<b>1. Faculty memberships on department, college or university committees</b>	#	23	36	61	378	3,237
<b>2. Faculty memberships on community or professional committees</b>	#	17	24	22	160	1,313
<b>3. Faculty serving as editors or referees for professional publications</b>	#	7	9	11	159	695

Source: College Dean's Offices

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C 1-3 Efficiency Data  
Marketing

	Marketing			College Total	University Total
	2014- 2015	2015- 2016	2016- 2017	2016- 2017	2016-2017
<b>1. Faculty memberships on department, college or university committees per faculty member</b>	1.9	3.0	5.1	4.5	4.8
<b>2. Faculty memberships on community or professional committees per faculty member</b>	1.4	2.0	1.8	1.9	1.9
<b>3. Faculty serving as editors or referees for professional publications per faculty member</b>	0.6	0.8	0.9	1.9	1.0

Faculty committee memberships and faculty serving as editors or referees (Section III B 1-3) per tenured and tenure earning faculty member (Section I B 1)