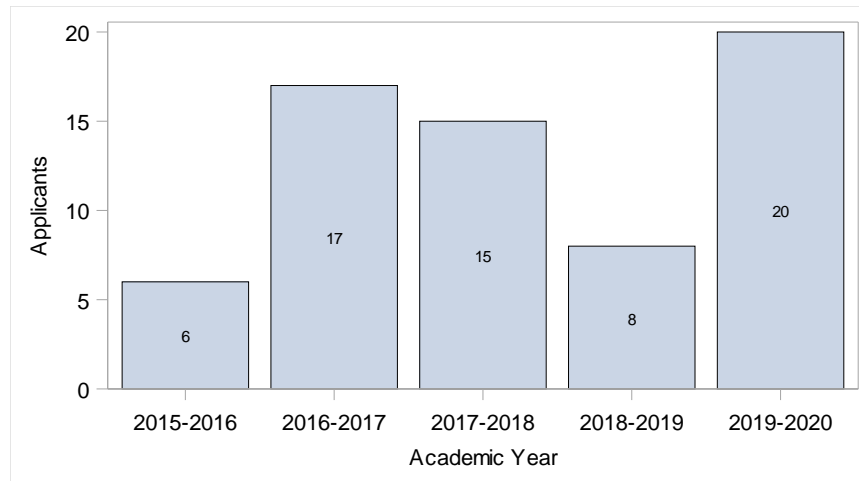


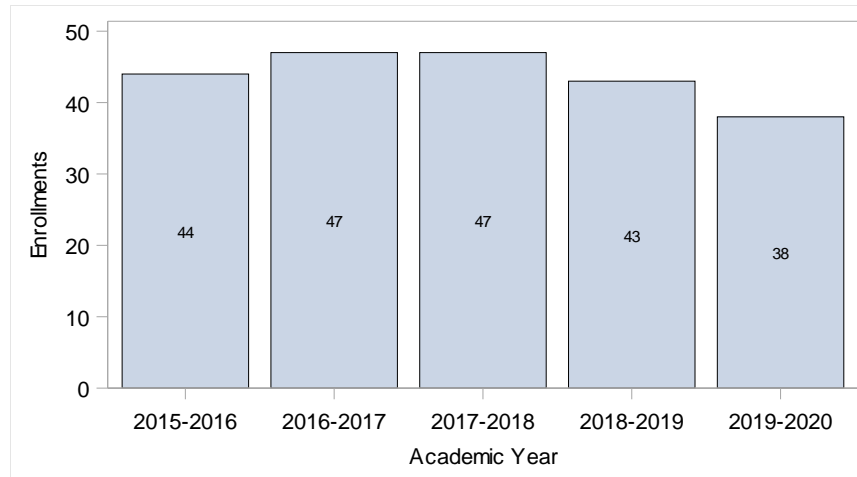
Texas A&M University-Central Texas Program Review Data
Bachelor of Business Administration in Marketing

Table 4. Applied, Admitted, and Newly Enrolled Students. The number of applicants, admissions, and students newly enrolled in the program in the fall semester of the academic year identified. The applied, admitted, and enrolled counts include only students who identified the program on their applications to the university. Additionally, the table includes counts of students who indicated a different program on their application to the university but elected to enroll in the program upon admission. Counts include both students new to the program and students previously enrolled who returned after stopping out one or more semesters.



Program	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Applied	6	17	15	8	20
Admitted	6	14	15	8	20
Enrolled	5	10	11	3	9
Enrolled after Applying to a Different Program	4	4	2	1	3
College	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Applied	288	404	352	321	341
Admitted	275	385	325	284	318
Enrolled	213	216	193	174	176
University	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Applied	661	956	845	853	950
Admitted	626	900	791	780	885
Enrolled	473	520	459	459	538

Table 5. Annual Unduplicated Headcount. Counts of unique students attending the program in a given year. Students who change majors are counted in the program last enrolled. Students enrolled in multiple semesters are counted once each year. The counts include self-reported gender and race/ethnicity. Counts of Hispanic students include students identified regardless of the identified race. The other race category includes students who identified in races not presented in the table. The table includes the census date classification of students of the last semester attended in the academic year. Students who enroll in 12 undergraduate or 9 graduate hours in any semester during the year are categorized as full-time; otherwise, they are categorized as part-time. Counts for race/ethnicity and age are masked for values fewer than five and denoted by period.

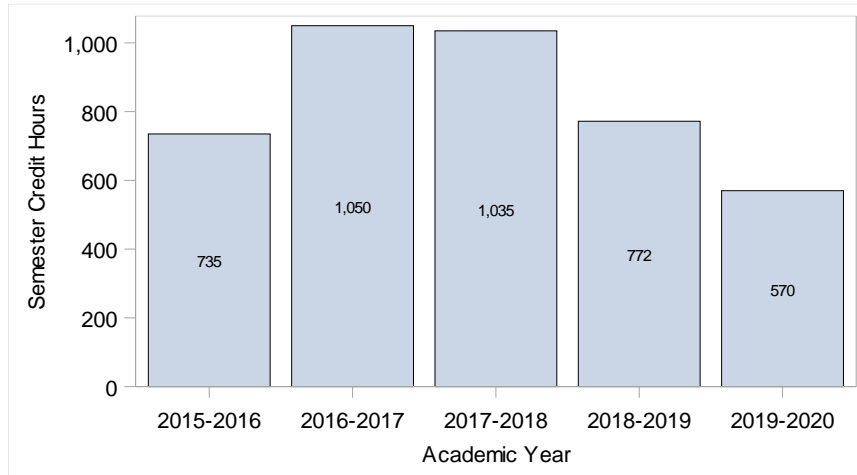


Program	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Bachelor of Business Administration in Marketing	44	47	47	43	38
1 Female	23	33	34	35	25
2 Male	21	14	13	8	13
1 White	23	27	26	20	13
2 Hispanic	6	.	12	13	13
3 African American	10	10	.	.	.
4 Other	5
2 Sophomore	2	1	3	2	5
3 Junior	19	20	11	11	12
4 Senior	22	25	32	29	19
5 Post-Baccalaureate	1	1	1	1	2
Full-Time	23	28	33	23	20
Part-Time	21	19	14	20	18
C 18
D 19 to 21	8	8	6	9	8
E 22 to 24	6	14	20	13	10
F 25 to 34	23	18	15	16	13
G 35 to 50	7	5	5	.	6
H 51 to 64

College	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
College of Business Administration - Undergraduate	1,249	1,282	1,220	1,163	1,076
1 Female	608	629	589	575	534
2 Male	641	653	631	588	542
1 White	527	513	496	453	400
2 Hispanic	264	276	286	273	279
3 African American	334	372	343	344	305
4 Other	124	121	95	93	92
1 Freshman	2	1	0	0	0
2 Sophomore	113	113	132	107	122
3 Junior	338	361	321	306	287
4 Senior	761	760	734	722	643
5 Post-Baccalaureate	35	47	33	28	24
Full-Time	465	521	504	512	512
Part-Time	784	761	716	651	564
B 17
C 18	11
D 19 to 21	70	71	70	84	87
E 22 to 24	138	161	172	158	161
F 25 to 34	484	505	443	413	391
G 35 to 50	470	452	447	431	351
H 51 to 64	87	90	83	70	69
I 65 and Over

University	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
University - Undergraduate	2,645	2,726	2,595	2,535	2,546
1 Female	1,598	1,630	1,519	1,482	1,514
2 Male	1,047	1,096	1,076	1,053	1,032
1 White	1,085	1,125	1,065	1,025	984
2 Hispanic	582	592	605	616	643
3 African American	744	783	723	701	714
4 Other	234	226	202	193	205
1 Freshman	18	11	0	0	0
2 Sophomore	228	237	244	239	274
3 Junior	718	762	682	666	709
4 Senior	1,601	1,619	1,591	1,573	1,510
5 Post-Baccalaureate	80	97	78	57	53
Full-Time	1,006	1,072	1,023	1,063	1,090
Part-Time	1,639	1,654	1,572	1,472	1,456
A Under 17
B 17
C 18	.	5	5	9	32
D 19 to 21	175	168	191	222	239
E 22 to 24	338	389	396	423	443
F 25 to 34	1,023	1,032	936	876	880
G 35 to 50	937	942	875	836	781
H 51 to 64	170	185	181	160	157
I 65 and Over	.	5	9	8	12

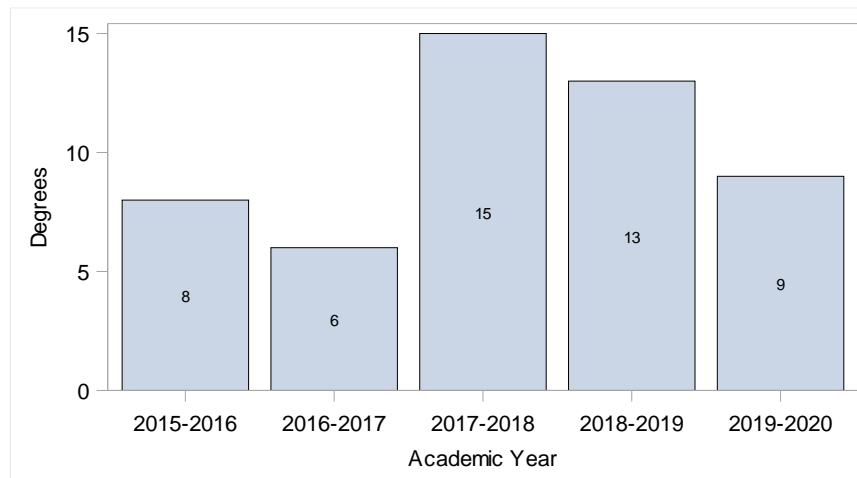
Table 6. Semester Credit Hours. Hours attended by students who declared the program as their major in the year indicated by level, gender, race and ethnicity, and student classification. Hours include all course enrollments by the students in the program, including those taught outside the program's department and college (i.e., electives and courses required for minors).



Program	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Bachelor of Business Administration in Marketing	735	1,050	1,035	772	570
1 Female	447	726	786	580	375
2 Male	288	324	249	192	195
1 White	375	612	546	436	219
2 Hispanic	123	153	237	201	198
3 African American	177	252	210	111	144
4 Other	60	33	42	24	9
2 Sophomore	42	33	75	48	66
3 Junior	378	504	234	273	216
4 Senior	306	498	699	442	255
5 Post-Baccalaureate	9	15	27	9	33

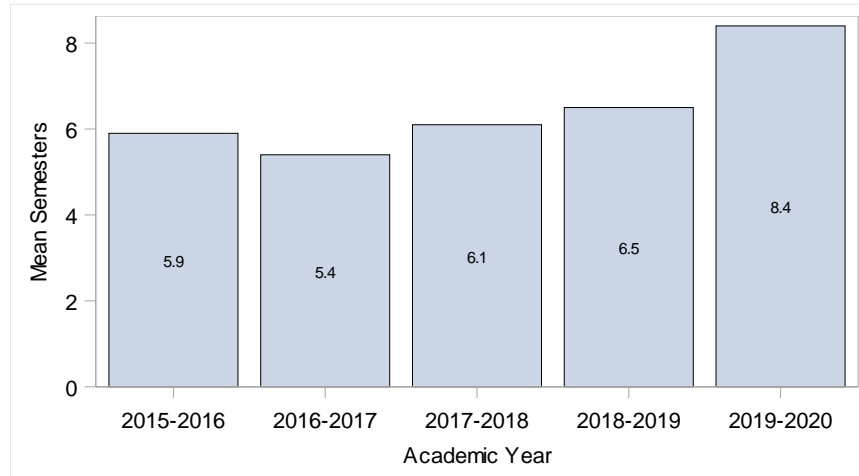
College	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
College of Business Administration - Undergraduate	20,100	20,926	19,918	19,861	18,485
1 Female	10,016	10,601	9,883	9,424	9,149
2 Male	10,084	10,325	10,035	10,437	9,336
1 White	8,719	8,481	7,962	7,978	6,816
2 Hispanic	4,298	4,401	4,749	4,518	4,774
3 African American	5,141	5,989	5,659	5,700	5,181
4 Other	1,942	2,055	1,548	1,665	1,714
1 Freshman	60	3	6	0	0
2 Sophomore	1,587	1,620	1,965	1,602	1,986
3 Junior	6,290	6,791	6,264	6,444	5,880
4 Senior	11,635	11,822	11,218	11,470	10,337
5 Post-Baccalaureate	528	690	465	345	282
University	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
University - Undergraduate	42,726	43,626	42,174	42,337	42,102
1 Female	26,206	26,912	25,064	24,432	25,222
2 Male	16,520	16,714	17,110	17,905	16,880
1 White	18,158	18,248	17,441	17,534	16,396
2 Hispanic	9,495	9,314	9,980	9,985	10,646
3 African American	11,541	12,290	11,586	11,487	11,504
4 Other	3,532	3,774	3,167	3,331	3,556
1 Freshman	126	51	6	9	0
2 Sophomore	3,377	3,295	3,611	3,528	4,370
3 Junior	13,497	14,173	13,147	13,583	13,807
4 Senior	24,686	24,895	24,507	24,530	23,342
5 Post-Baccalaureate	1,040	1,212	903	687	583

Table 7. Annual Degrees Awarded. The counts of degrees awarded by the program each year disaggregated by gender and race/ethnicity.



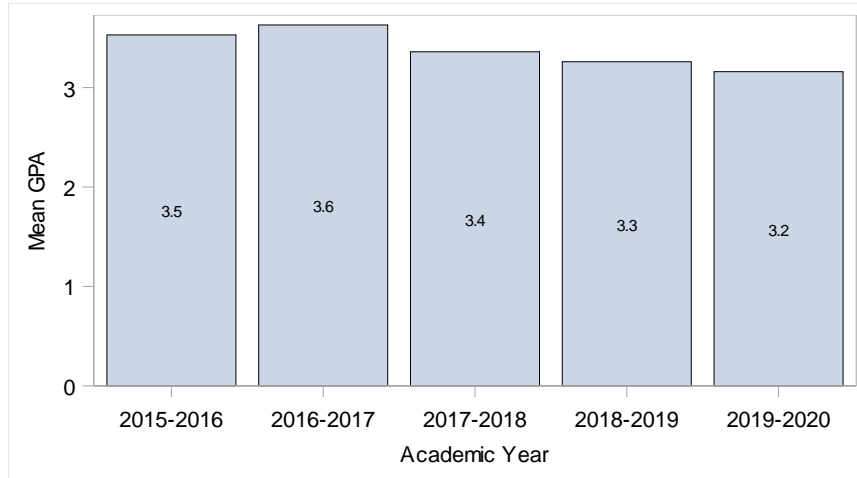
Program	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Bachelor of Business Administration in Marketing	8	6	15	13	9
1 Female	3	5	10	10	8
2 Male	5	1	5	3	1
1 White	.	.	9	7	.
2 Hispanic
3 African American
4 Other
College	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
College of Business Administration - Undergraduate	265	279	284	301	263
1 Female	131	136	143	148	123
2 Male	134	143	141	153	140
1 White	121	122	110	125	108
2 Hispanic	54	54	72	63	63
3 African American	64	73	73	93	68
4 Other	26	30	29	20	24
University	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
University - Undergraduate	583	583	624	604	600
1 Female	375	363	398	359	359
2 Male	208	220	226	245	241
1 White	247	267	255	265	250
2 Hispanic	125	121	142	138	143
3 African American	160	144	170	156	157
4 Other	51	51	57	45	50

Table 8. Semesters-to-Degree. The average number of semesters students attend classes at the university to complete the program. The average excludes the semesters attended to complete lower-level work at community colleges or other universities. The averages include students completing a degree in the year indicated. The reported values exclude students persisting or no longer enrolled at the university. The averages exclude students completing a second degree at the same level.



Category	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Bachelor of Business Administration in Marketing	5.9	5.4	6.1	6.5	8.4
College of Business Administration - Undergraduate	6.7	6.7	6.8	6.7	6.9
University - Undergraduate	6.3	6.3	6.4	6.3	6.6

Table 9. Mean Institutional Grade Point Average (GPA). The mean GPA of students completing the program. The means do not include GPAs of those yet to complete the program, either persisting, stopping out, or dropping out. Grade points for courses transferred into the university are excluded; the averages only include university offered and attended courses—the university grades on a 4.0-grade scale. The means do not include courses where students received a grade other than an A through F (i.e., Pass/Fail or Incomplete).

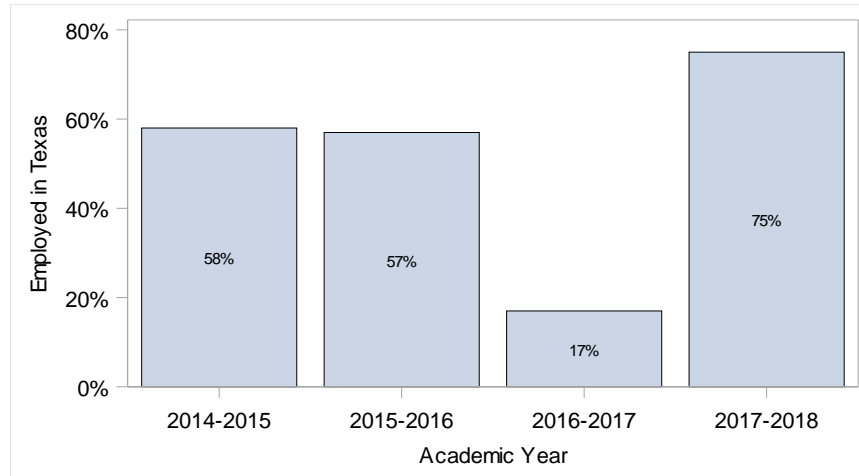


Category	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Bachelor of Business Administration in Marketing	3.5	3.6	3.4	3.3	3.2
College of Business Administration - Undergraduate	3.3	3.4	3.4	3.4	3.4
University - Undergraduate	3.4	3.4	3.4	3.4	3.4

Table 10. Marketable Skills. Students respond to questions on the graduation survey related to marketable skills to indicate perceived gains. The table indicates the percentage of responding graduates who responded as either competent, expert, or advanced.

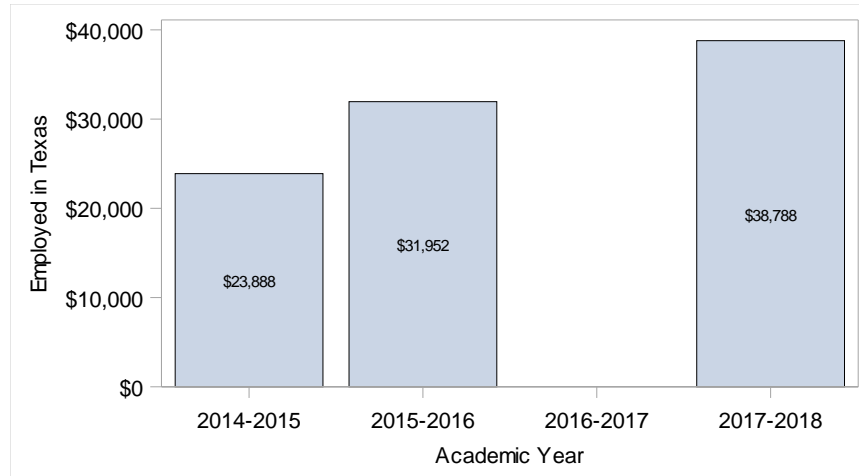
Program	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Computer Science	.	.	.	76.9	88.9
Decision Making	.	.	.	92.3	77.8
Discipline-Specific Knowledge	.	.	.	76.9	77.8
Ethical and Social Responsibility	.	.	.	92.3	88.9
Global Diversity	.	.	.	92.3	66.7
Information Processing	.	.	.	92.3	88.9
Planning	.	.	.	92.3	88.9
Problem Solving	.	.	.	92.3	88.9
Quantitative Analysis	.	.	.	75.0	77.8
Selling	.	.	.	84.6	55.6
Teamwork	.	.	.	92.3	77.8
Verbal Communication	.	.	.	92.3	77.8
Written Communication	.	.	.	92.3	88.9
College	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Computer Science	.	.	88.0	88.8	89.2
Decision Making	.	.	97.2	95.5	95.2
Discipline-Specific Knowledge	.	.	91.8	92.1	92.8
Ethical and Social Responsibility	.	.	96.2	97.2	97.0
Global Diversity	.	.	88.6	91.5	89.8
Information Processing	.	.	92.8	96.6	95.2
Planning	.	.	95.3	92.7	95.8
Problem Solving	.	.	95.5	96.0	96.4
Quantitative Analysis	.	.	93.6	89.3	88.6
Selling	.	.	80.3	80.8	76.0
Teamwork	.	.	97.3	95.5	93.4
Verbal Communication	.	.	91.2	91.5	94.6
Written Communication	.	.	94.5	87.5	91.6
University	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Computer Science	.	.	91.7	86.3	86.6
Decision Making	.	.	97.1	94.6	95.0
Discipline-Specific Knowledge	.	.	91.5	89.3	89.8
Ethical and Social Responsibility	.	.	97.0	95.8	96.2
Global Diversity	.	.	92.2	90.9	90.7
Information Processing	.	.	94.2	94.9	94.2
Planning	.	.	96.1	91.7	93.6
Problem Solving	.	.	97.3	95.4	96.2
Quantitative Analysis	.	.	89.1	81.4	84.3
Selling	.	.	80.2	75.7	75.0
Teamwork	.	.	97.3	93.5	93.3
Verbal Communication	.	.	93.7	90.9	93.9
Written Communication	.	.	95.1	85.5	90.4

Table 11. Employed in Texas. The Texas Exit Cohort Report published each year by the Texas Higher Education Coordinating Board (THECB) provides the percentage of graduates employed in Texas one year after graduation. The report matches graduates to state employment records one year after graduation. The report does not include students who are self-employed or working outside of Texas. Values are suppressed for metrics with five or fewer graduates.



Employment Rate	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Bachelor of Business Administration in Marketing	58.3	57.1	16.7	75.0	.
College of Business Administration - Undergraduate	68.1	62.1	53.1	56.4	.
University - Undergraduate	66.7	63.2	55.7	58.5	.

Table 12. Mean Salary. The Texas Exit Cohort Report published each year by the Texas Higher Education Coordinating Board (THECB) provides the mean salaries of graduates employed in Texas one year after graduation. The report matches graduates to state employment records one year after graduation. The report does not include students who are self-employed or working outside of Texas. Values are suppressed for metrics with five or fewer graduates.



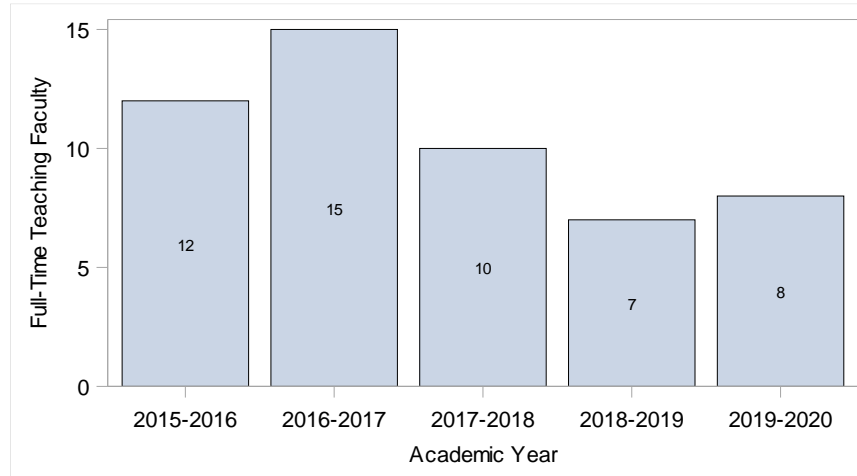
Average Annual Salary	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Bachelor of Business Administration in Marketing	\$23,888	\$31,952	\$0	\$38,788	.
College of Business Administration - Undergraduate	\$38,319	\$37,388	\$37,148	\$42,129	.
University - Undergraduate	\$35,609	\$35,006	\$36,434	\$39,463	.

Table 13. Student Success Rates. Fall-to-fall success rates include the count of students newly enrolling each fall semester and the percentage of those students who enrolled the following fall semesters or graduated from the program. Students who changed majors during their academic careers are excluded from both the numerators and denominators. The student counts include newly enrolled students for the fall of the indicated academic year, where the students do not persist at the university in a different major. Persistence rates lag a year, and missing values are shown for the later years due to pending data. Instances, where students do not persist at the university in a different major and are not enrolled or graduated, are presented as zero.

Program	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Students	7	13	11	5	8
First Year	71.4	92.3	72.7	60	50
Second Year	71.4	84.6	72.7	60	.
Third Year	71.4	69.2	54.5	.	.
Fourth Year	57.1	69.2	.	.	.
College	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Students	212	212	196	171	192
First Year	77.8	76.4	75.5	71.3	72.4
Second Year	70.8	68.9	65.3	66.7	.
Third Year	66.5	64.2	63.3	.	.
Fourth Year	64.6	61.3	.	.	.
University	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Students	475	484	433	432	526
First Year	73.1	71.5	73.4	72.9	68.6
Second Year	66.5	64.7	65.4	68.5	.
Third Year	63.8	62.6	62.4	.	.
Fourth Year	62.7	61.6	.	.	.

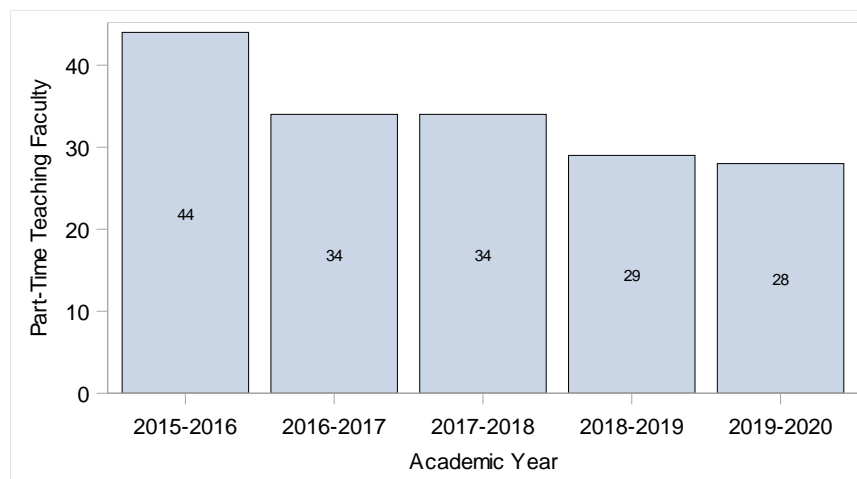
Ideally, reviewers would prefer to see counts of faculty teaching students in a given program. However, many faculty teach students in a variety of programs at the university versus a single program. The tables below offer reviewer's counts of faculty available to support the program by providing counts of faculty who taught subjects managed by the same department and at the same level as the evaluated program. Full-time teaching faculty will have taught four undergraduate or three graduate courses during one or more semesters in the academic year. Some full-time faculty perform duties prohibiting them from teaching a full-time course load. Those faculty, while full-time, are counted as part-time teaching faculty. The tables include counts by rank, race/ethnicity, gender, and age.

Table 14. Department Full-Time Teaching Faculty.



Department Full-Time Teaching Faculty	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Department of Management & Marketing	12	15	10	7	8
Adjunct Faculty	1	1	1	0	1
Assistant Lecturer	4	4	3	2	1
Assistant Professor	3	4	2	1	2
Associate Lecturer	1	1	1	1	0
Associate Professor	0	1	0	1	1
Professor	1	0	0	0	0
Visiting Faculty	2	4	3	2	3
1 Female	6	7	6	3	4
2 Male	6	8	4	4	4
1 White	6	9	7	5	4
2 Hispanic	0	1	0	0	2
3 African American	1	1	1	1	0
4 Other	5	4	2	1	2
C 31 to 40	4	3	1	1	3
D 41 to 50	1	4	4	4	2
E 51 to 60	3	5	2	1	1
F 61 to 65	1	0	0	0	0
G Greater Than 65	3	3	3	1	2

Table 15. Department Part-Time Teaching Faculty.

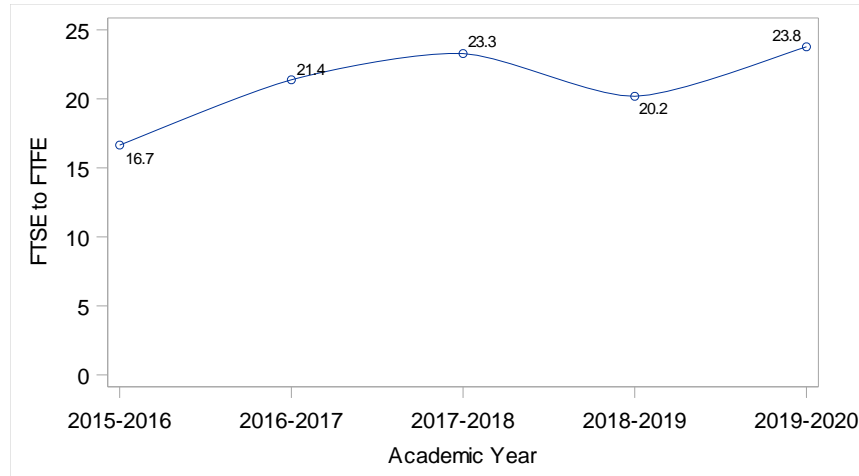


Department Part-Time Teaching Faculty	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Department of Management & Marketing	44	34	34	29	28
Adjunct Faculty	34	26	23	18	18
Assistant Professor	6	7	7	9	6
Associate Lecturer	0	0	0	0	1
Associate Professor	2	1	3	2	2
Professor	2	0	0	0	0
Visiting Faculty	0	0	1	0	1
1 Female	20	16	16	15	16
2 Male	24	18	18	14	12
1 White	24	11	16	12	11
2 Hispanic	7	4	4	3	4
3 African American	1	2	3	3	3
4 Other	12	17	11	11	10
B 20 to 30	2	2	1	0	0
C 31 to 40	14	13	16	14	9
D 41 to 50	11	6	3	5	7
E 51 to 60	8	5	5	5	8
F 61 to 65	4	3	3	2	2
G Greater Than 65	5	4	6	3	2
Unreported	0	1	0	0	0

Table 16. Department Teaching Faculty, Teaching Load. Teaching Load, Full- and Part-Time Teaching Faculty – Average sections taught by full-time or part-time teaching faculty in the department and college that the program is administered and for the university at the same level as the program. The measure indicates the instructional load of faculty. It does not account for faculty members with administrative workload credits.

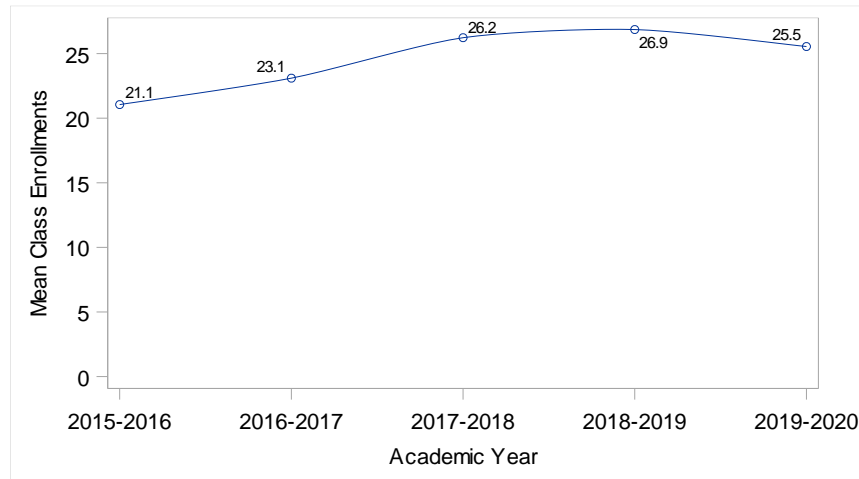
Full-Time, Fall	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Department of Management & Marketing	3.0	4.0	4.0	3.2	3.0
College of Business Administration - Undergraduate	3.3	4.1	3.6	3.1	3.2
University - Undergraduate	3.3	3.5	3.7	3.3	3.5
Full-Time, Spring	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Department of Management & Marketing	3.0	3.3	3.0	3.0	3.0
College of Business Administration - Undergraduate	3.1	3.2	3.0	2.7	3.5
University - Undergraduate	3.6	3.2	3.2	3.0	3.4
Part-Time, Fall	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Department of Management & Marketing	1.5	1.5	2.0	2.0	2.0
College of Business Administration - Undergraduate	1.5	1.7	2.0	2.0	2.1
University - Undergraduate	1.6	1.8	1.8	1.8	2.0
Part-Time, Spring	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Department of Management & Marketing	2.0	2.0	2.0	2.0	2.0
College of Business Administration - Undergraduate	1.9	2.0	2.0	2.0	2.0
University - Undergraduate	1.9	1.9	1.9	1.9	1.9

Table 17. Student to Faculty Ratio. The ratio of full-time student equivalents to full-time faculty equivalents for students enrolled in the program, college, and university for courses offered in the fall semesters. The ratios for college and university include both graduate and undergraduate levels. A full-time student equivalent is considered 15 hours for undergraduate and 12 hours for graduate students. A full-time faculty equivalent is considered four undergraduate or three graduate courses taught by a faculty member.



Category	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Bachelor of Business Administration in Marketing	16.7	21.4	23.3	20.2	23.8
College of Business Administration	15.9	16.8	18.8	18.8	17.3
University	13.2	13.1	14.9	14.9	14.3

Table 18. Average Class Size. The average section size of courses offered by the department sponsoring the program.



Subject	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Courses in BUSI	23.5	23.6	25.1	27.5	26.1
Courses in MGMT	19.0	22.6	26.8	26.0	25.0
Courses in MKTG	19.6	23.1	28.8	27.8	25.5
Department of Management & Marketing - Undergraduate	21.1	23.1	26.2	26.9	25.5
College of Business Administration - Undergraduate	19.2	20.6	22.2	22.6	21.4
University - Undergraduate	17.1	17.7	18.2	18.2	16.8

Table 19. Section Enrollments by Course. Counts of student course enrollments for students in the program by course. For courses offered by departments other than the department sponsoring the program, the counts are aggregated by subject for concision. The counts do not include hours generated for students attending the course sections who are not enrolled in the program.

Program	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
BUSI-3301-Business Communications and Research	26	25	17	12	14
BUSI-3311-Business Statistics	12	24	19	15	12
BUSI-3332-Legal Environment of Business	16	12	14	15	8
BUSI-3344-Introduction to the Global Business Environment	18	22	20	9	12
BUSI-4301-Business Ethics and Corporate Social Responsibility	11	27	14	16	9
BUSI-4320-Fundamentals of Real Estate	2	3	0	4	0
BUSI-4334-Employment Law	0	1	1	1	0
BUSI-4359-Business Strategy	11	9	12	16	6
MGMT-3301-Principles of Management	23	21	14	10	11
MGMT-3302-Personnel and Human Resource Management	15	16	22	8	11
MGMT-3303-Supervisory Management	0	6	0	0	0
MGMT-3310-Entrepreneurship I	1	3	3	3	0
MGMT-3350-Organizational Behavior	6	19	19	11	11
MGMT-4302-Productive Relationships	0	1	1	0	0
MGMT-4303-Managing Compensation	0	2	2	2	0
MGMT-4304-Recruitment and Selection of Human Resources	0	2	1	3	1
MGMT-4305-Human Resource Development	0	2	3	0	0
MGMT-4306-Employer and Labor Relations	1	3	0	1	2
MGMT-4310-Entrepreneurship II	0	2	3	1	1
MGMT-4321-Production and Operations Management	1	3	1	1	0
MGMT-4325-Leadership Theory and Practice	1	4	5	3	0
MGMT-4350-Management Information Systems	7	4	0	0	0
MGMT-4356-Global Management Practices	0	0	0	2	0
MGMT-4370-Introduction to Project Management	0	0	0	1	1
MGMT-5301-Organizational Behavior	0	0	0	1	0
MGMT-5356-Global Management Practices	0	0	0	1	0
MKTG-3301-Marketing	19	21	14	7	12
MKTG-3312-Public Relations	4	8	6	0	0
MKTG-3315-Personal Selling	8	4	10	0	0
MKTG-3316-Consumer Behavior	12	11	20	10	9
MKTG-3318-Promotional Strategy	10	12	13	10	7
MKTG-3320-Marketing Research	6	7	15	12	7
MKTG-4301-Advertising	2	9	0	0	0
MKTG-4302-Services Marketing	8	17	9	16	7
MKTG-4305-Digital and Internet Marketing	0	0	0	13	8
MKTG-4316-Marketing Strategy	4	11	16	9	6

Program	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
MKTG-4340-Marketing Seminar	0	4	0	0	0
MKTG-4354-International Marketing	0	0	12	0	0
MKTG-4388-Marketing Problems	0	0	0	9	5
MKTG-4389-Special Topics in Marketing	0	0	9	0	0
Courses in Accounting	3	5	6	0	0
Courses in Aviation Science	0	1	0	0	0
Courses in Biology	0	0	0	1	0
Courses in Communication	1	1	1	0	0
Courses in Computer Information Systems	4	7	24	15	10
Courses in Computer Science	0	0	0	1	0
Courses in Economics	0	0	1	2	0
Courses in English	1	1	0	1	0
Courses in Finance	11	18	18	10	16
Courses in Mathematics	0	0	0	1	0
Courses in Psychology	0	2	0	0	0
Courses in Sociology	1	0	0	4	4
Total	245	350	345	257	190