

Matriculation

Diversity Pipeline

Marketing_MS [20FS1432MS]

Fall 2013 through Fall 2017

Fall Semester Year	Applied					Admitted					Non-URM Admitted to Applied Yield %	URM Admitted to Applied Yield %	New Enrollment					Non-URM Enrolled to Admitted Yield %	URM Enrolled to Admitted Yield %	Total Enrollment				
	Grand Total	Non-URM Total		URM Total		Grand Total	Non-URM Total		URM Total				Grand Total	Non-URM Total		URM Total				Grand Total	Non-URM Total		URM Total	
		Count	%	Count	%		Count	%	Count	%				Count	%	Count	%				Count	%	Count	%
2013	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0.0%	0.0%	0	0	0.0%	0	0.0%	0.0%	0.0%	0	0	0.0%	0	0.0%
2014	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0.0%	0.0%	0	0	0.0%	0	0.0%	0.0%	0.0%	0	0	0.0%	0	0.0%
2015	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0.0%	0.0%	0	0	0.0%	0	0.0%	0.0%	0.0%	0	0	0.0%	0	0.0%
2016	18	17	94.4%	1	5.6%	12	11	91.7%	1	8.3%	64.7%	100.0%	3	3	100.0%	0	0.0%	27.3%	0.0%	3	3	100.0%	0	0.0%
2017	76	68	89.5%	8	10.5%	53	48	90.6%	5	9.4%	70.6%	62.5%	15	10	66.7%	5	33.3%	20.8%	100.0%	22	16	72.7%	6	27.3%
Average	19	17	90.4%	2	9.6%	13	12	90.8%	1	9.2%	69.4%	66.7%	4	3	72.2%	1	27.8%	22.0%	83.3%	5	4	76.0%	1.2	24.0%

Note: URM stands for Under-Represented Minority and includes American Indian or Alaska Native; Black or African-American; Hispanic / Latino race/ethnicity groups

Applications, Admission, & New Enrollment Yields

by Race/Ethnicity & Gender

Marketing_MS [20FS1432MS]

Fall 2013 through Fall 2017

	Fall Semester Year	Total	Under Represented Minorities (URM)										Race/Eth Not Reported	Male	Female											
			American Indian or Alaska Native	Black or African American	Hispanic / Latino	URM Total	Asian	Native Hawaiian or Pacific Islander	White	Two or More Races	International															
Applied	2013	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					
	2014	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					
	2015	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					
	2016	18	0	0	1	1	2	0	7	0	8	0	2	16												
	2017	76	0	7	1	8	4	0	11	1	52	0	23	53												
		Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield					
Admitted	2013	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0					
	2014	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0					
	2015	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0					
	2016	12	66.7	0	0.0	0	0.0	1	100.0	1	100.0	0	0.0	5	71.4	0	0.0	6	75.0	0	0.0	2	100.0	10	62.5	
	2017	53	69.7	0	0.0	4	57.1	1	100.0	5	62.5	2	50.0	0	0.0	10	90.9	1	100.0	35	67.3	0	0.0	18	78.3	35
		Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield			
Enrolled	2013	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0			
	2014	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0			
	2015	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0			
	2016	3	25.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3	60.0	0	0.0	0	0.0	0	0.0	1	50.0	2	20.0	
	2017	15	28.3	0	0.0	4	100.0	1	100.0	5	100.0	1	50.0	0	0.0	6	60.0	0	0.0	3	8.6	0	0.0	9	50.0	6

Notes:

- 1) URM stands for Under-Represented Minority and includes American Indian or Alaska Native; Black or African-American; Hispanic / Latino race/ethnicity groups
- 2) Unreported Gender identification is not shown; Male and Female total may not match Total
- 3) In rare situations, the "% Yield" columns may be greater than 100. There are three potential reasons for this:
 - a) Students that received Graduate College approved transfers may not have an admission record for the program that they enrolled into.
 - b) Students with a secondary curriculum enrollment may not have an admission record for that secondary program.
 - c) Students who were newly enrolled in the summer term prior to the fall were added to the fall new enrollment totals.

Applications, Admission, & New Enrollment Yields, cont. by Race/Ethnicity & Gender

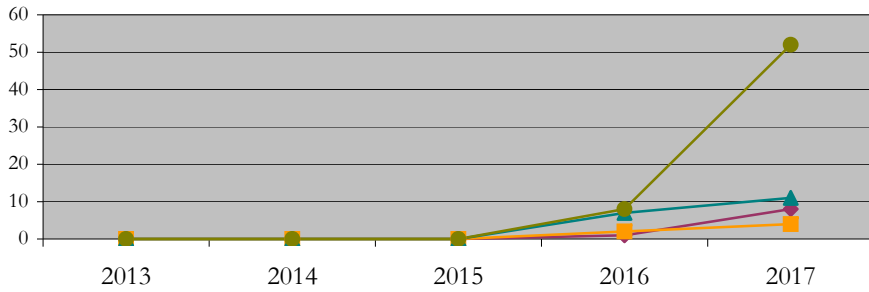
Marketing_MS [20FS1432MS]

Fall 2013 through Fall 2017

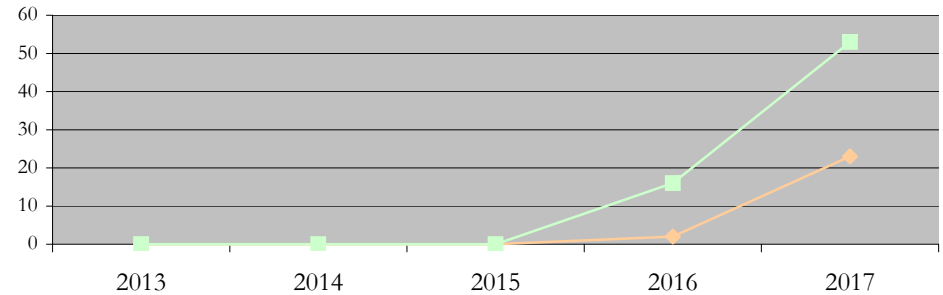
URM Total Asian White International

Male Female

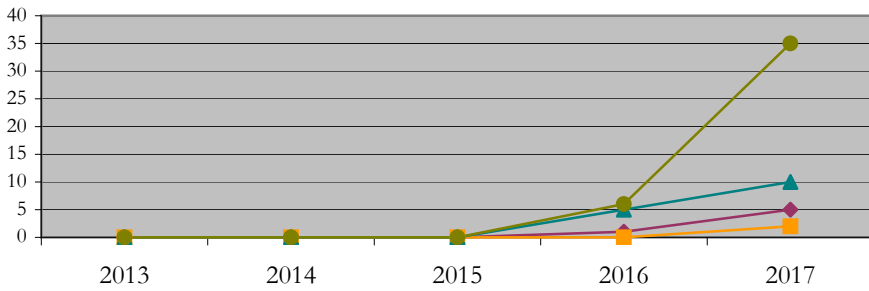
Applications by Race/Ethnicity



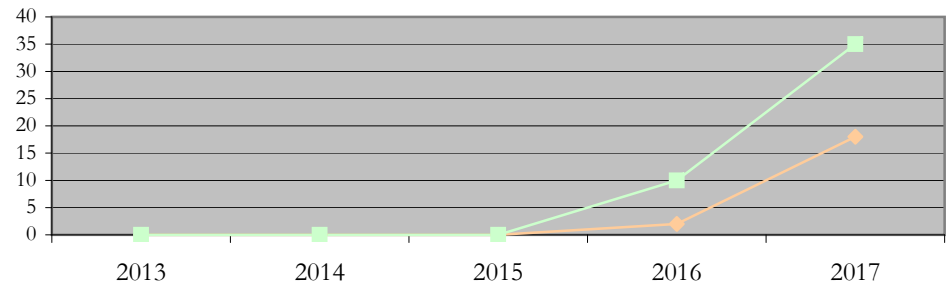
Applications by Gender



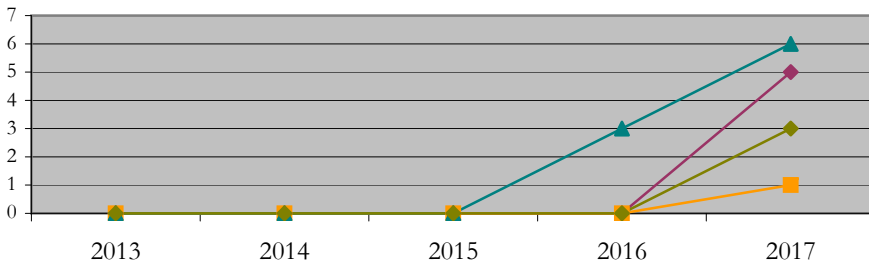
Admissions by Race/Ethnicity



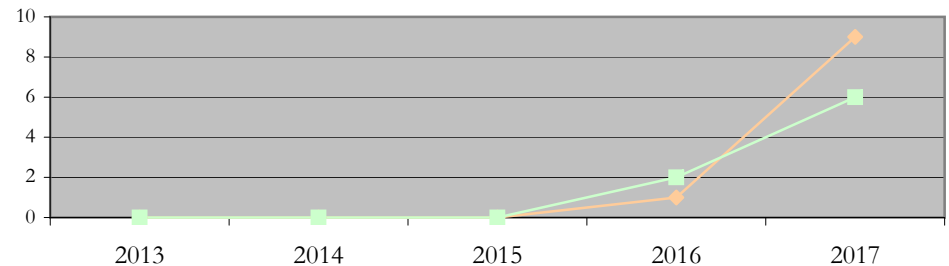
Admissions by Gender



New Enrollments by Race/Ethnicity



New Enrollments by Gender



Notes: 1) URM stands for Under-Represented Minority and includes American Indian or Alaska Native; Black or African-American; Hispanic / Latino race/ethnicity groups
2) Individual URM groups, Native Hawaiian Pacific Islander, Two or More Races, and Other race/ethnicity categories left off these charts due to relatively low numbers

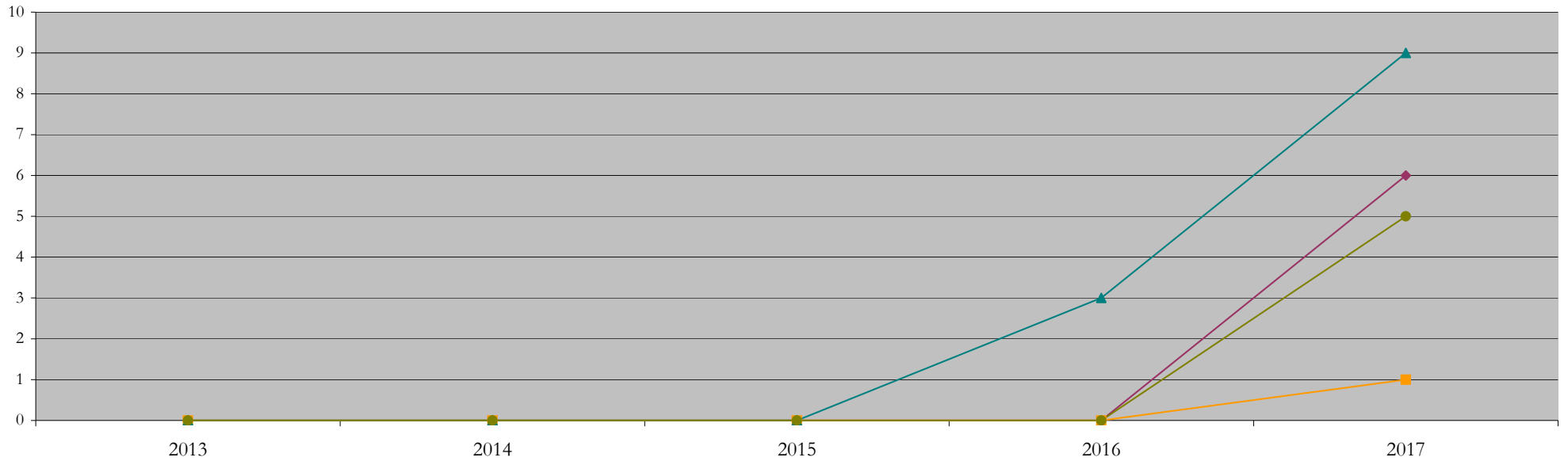
Total Enrollment (includes secondary curriculum)

by Race/Ethnicity

Marketing_MS [20FS1432MS]

Fall 2013 through Fall 2017

Fall Semester Year	Total	Under Represented Minorities (URM)										Native Hawaiian or Pacific Islander	White		Two or More Races		International		Race/Eth Not Reported
		American Indian or Alaska Native		Black or African American		Hispanic / Latino		URM Total		Asian			Count	%	Count	%	Count	%	
		Count	%	Count	%	Count	%	Count	%	Count	%								
2013	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	
2014	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	
2015	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	
2016	3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3	100.0	0	0.0	0	0.0	0	
2017	22	0	0.0	5	22.7	1	4.5	6	27.3	1	4.5	9	40.9	1	4.5	5	22.7	0	



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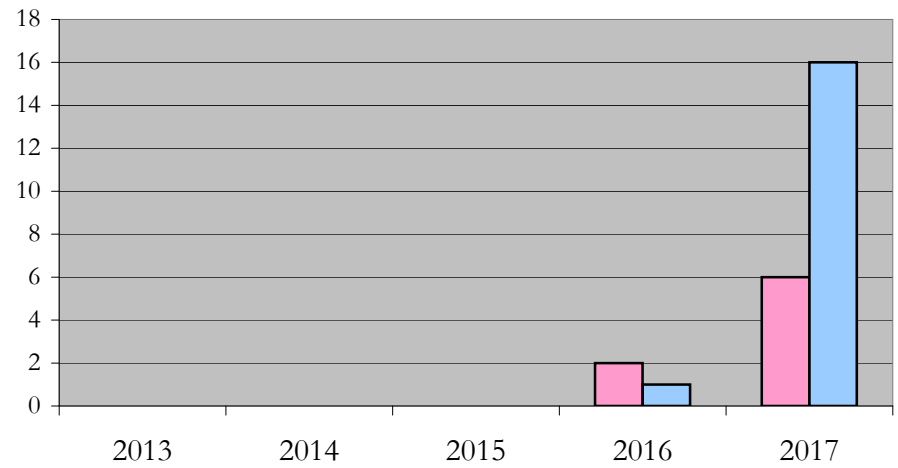
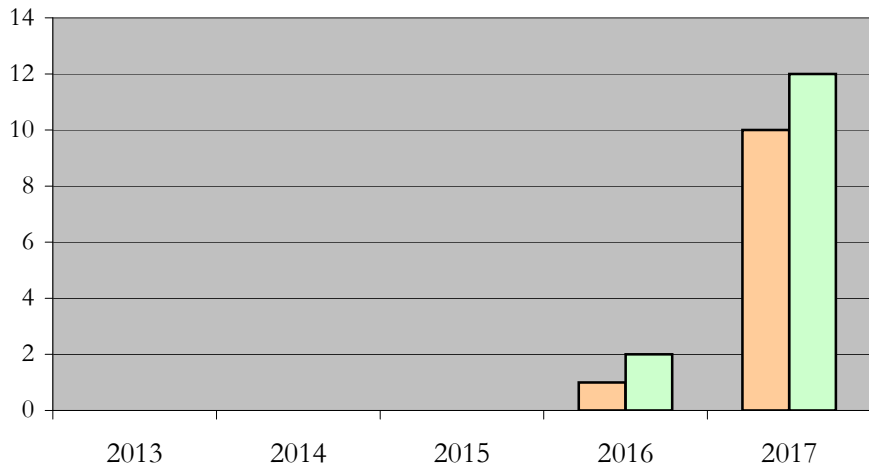
Total Enrollment (includes secondary curriculum)

by Student Type, Gender, and Enrollment Time

Marketing_MS [20FS1432MS]

Fall 2013 through Fall 2017

Fall Semester Year	Total	New		Continuing		Male		Female		Gender Not Reported	Part-time		Full-time	
		Count	%	Count	%	Count	%	Count	%		Count	%	Count	%
2013	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0	0.0	0	0.0
2014	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0	0.0	0	0.0
2015	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0	0.0	0	0.0
2016	3	3	100.0	0	0.0	1	33.3	2	66.7	0	2	66.7	1	33.3
2017	22	15	68.2	7	31.8	10	45.5	12	54.5	0	6	27.3	16	72.7



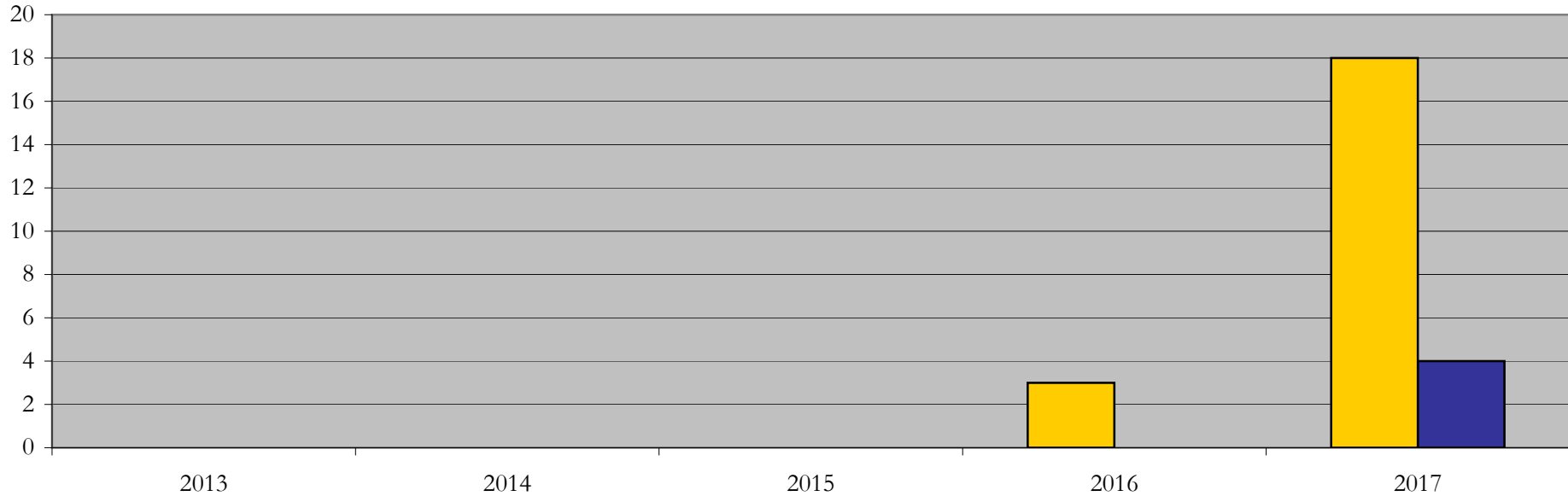
Enrollment & Degrees Conferred

by Primary/Secondary, Average Age, State Residency

Marketing_MS [20FS1432MS]

Fall 2013 through Fall 2017

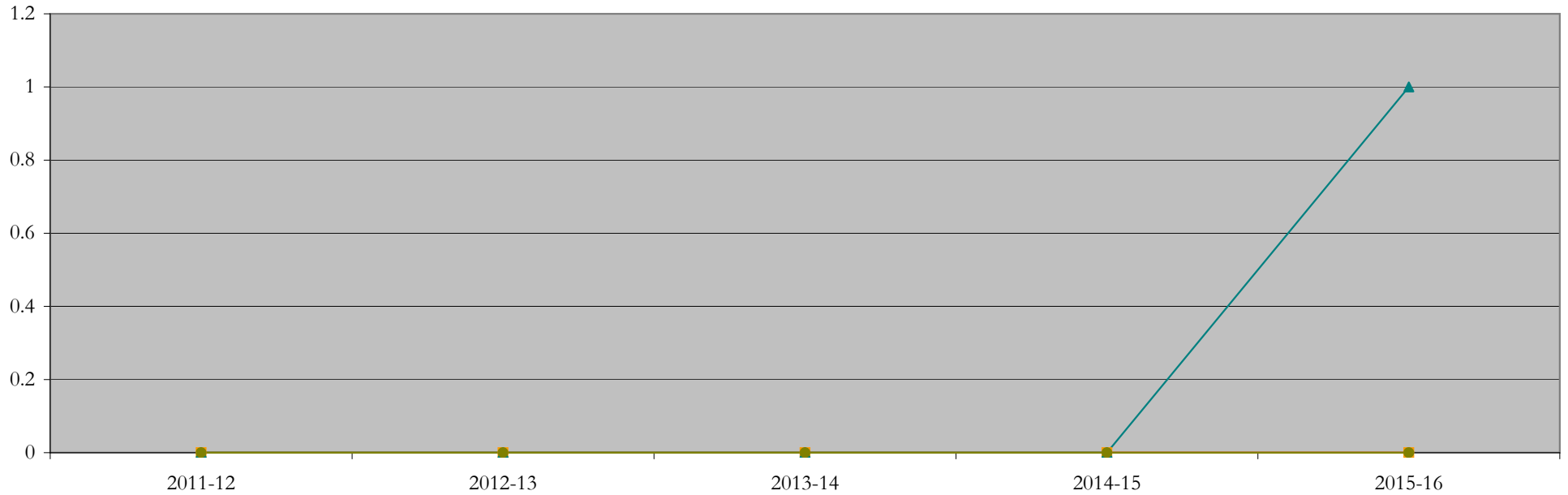
Fall Semester Year	Enrollment			Average Age			State Residency of Total Enrollment						
	Total	Primary	Secondary	Fall New Enrollment	Fall Continuing Enrollment	Academic Year Graduating Class	Residents			Non-Residents			
							Total Enrollment	New Enrollment	Continuing Enrollment	Total Enrollment	New Enrollment	Continuing Enrollment	
2013	0	0	0	0	0	0	0	0	0	0	0	0	0
2014	0	0	0	0	0	0	0	0	0	0	0	0	0
2015	0	0	0	0	0	0	0	0	0	0	0	0	0
2016	3	3	0	27	0	0	3	3	0	0	0	0	0
2017	22	22	0	26	27	21	18	12	6	4	3	1	1



Degrees Conferred by Race/Ethnicity

Marketing_MS [20FS1432MS]
AY2011-12 through 2015-16

Academic Year	Total	Under Represented Minorities (URM)								Asian		Native Hawaiian or Pacific		White		Two or More Races		International		Not Reported
		American Indian or Alaska Native		Black or African American		Hispanic / Latino		URM Total		Count	%	Count	%	Count	%	Count	%	Count	%	Count
		Count	%	Count	%	Count	%	Count	%											
2012 - 2013	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
2013 - 2014	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
2014 - 2015	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
2015 - 2016	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
2016 - 2017	1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0



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Degrees Conferred

by Gender

Marketing_MS [20FS1432MS]

AY2011-12 through 2015-16

Academic Year	Total	Male		Female		Not Reported
		Count	%	Count	%	
2012 - 2013	0	0	0.0	0	0.0	0
2013 - 2014	0	0	0.0	0	0.0	0
2014 - 2015	0	0	0.0	0	0.0	0
2015 - 2016	0	0	0.0	0	0.0	0
2016 - 2017	1	0	0.0	1	100.0	0

