

# Matriculation

## Diversity Pipeline

Marketing\_MS [20FS1432MS]

Fall 2014 through Fall 2018

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	%
	Count	%	Count	%	Count	%	Count	%	Count	%			Count	%	Count	%	Count			%	Count	%	Count	%
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%
2018	55	49	89.1%	6	10.9%	30	25	83.3%	5	16.7%	51.0%	83.3%	7	5	71.4%	2	28.6%	20.0%	40.0%	24	18	75.0%	6	25.0%
<b>Average</b>	<b>30</b>	<b>27</b>	<b>89.9%</b>	<b>3</b>	<b>10.1%</b>	<b>19</b>	<b>17</b>	<b>88.4%</b>	<b>2</b>	<b>11.6%</b>	<b>62.7%</b>	<b>73.3%</b>	<b>5</b>	<b>4</b>	<b>72.0%</b>	<b>1</b>	<b>28.0%</b>	<b>21.4%</b>	<b>63.6%</b>	<b>10</b>	<b>7</b>	<b>75.5%</b>	<b>2.4</b>	<b>24.5%</b>

**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 2014 through Fall 2018

	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	
		Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield	Count	% Yield
Applied	2014	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	
	2016	18		0		0		1	100.0	1	100.0	2	100.0	0		7	100.0	0		8	100.0	0		2	100.0
	2017	76		0		7	92.1	1	100.0	8	100.0	4	50.0	0		11	100.0	1	100.0	52	100.0	0		23	100.0
	2018	55		0		1	1.8	5	90.9	6	100.0	1	100.0	0		2	100.0	0		38	100.0	8	100.0	10	100.0
Admitted	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	12	66.7	0	0.0	0	0.0	1	100.0	1	100.0	0	0.0	0	0.0	5	71.4	0	0.0	6	75.0	0	0.0	2	100.0
	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
	2018	30	54.5	0	0.0	1	100.0	4	80.0	5	83.3	0	0.0	0	0.0	2	100.0	0	0.0	21	55.3	2	100.0	7	70.0
Enrolled	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	3	25.0	0	0.0	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
	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
	2018	7	23.3	0	0.0	1	100.0	1	25.0	2	40.0	0	0.0	0	0.0	1	50.0	0	0.0	4	19.0	0	0.0	1	14.3

**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

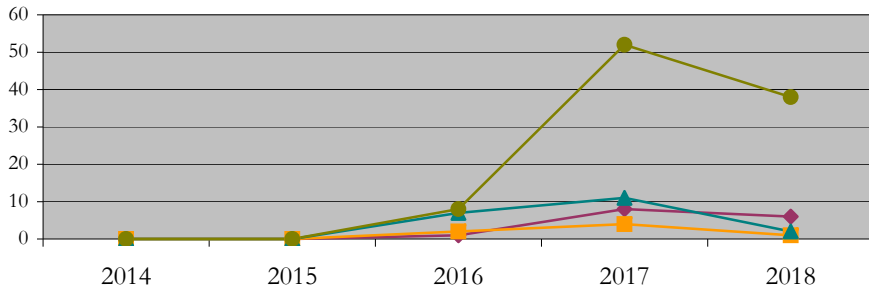
Marketing\_MS [20FS1432MS]

Fall 2014 through Fall 2018

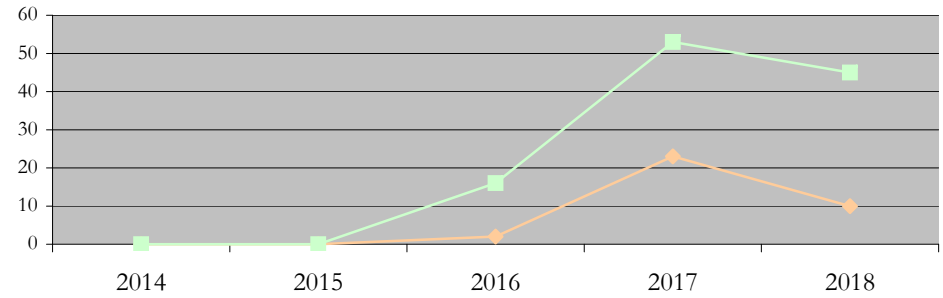
URM Total   Asian   White   International

Male   Female

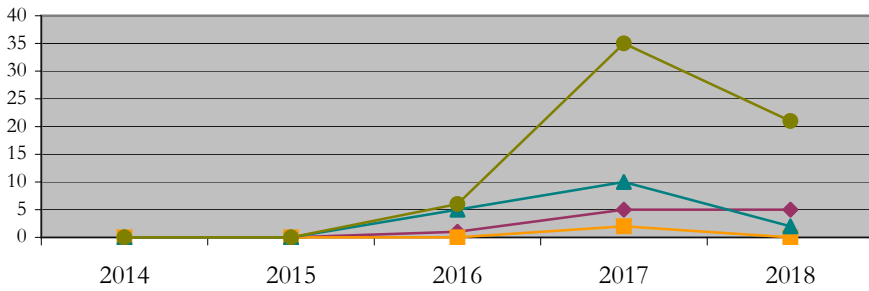
Applications by Race/Ethnicity



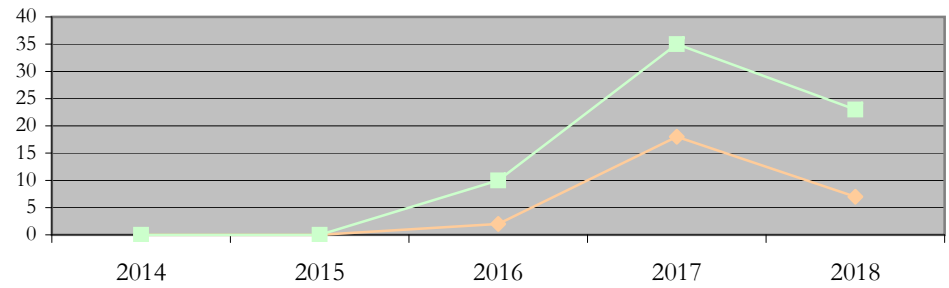
Applications by Gender



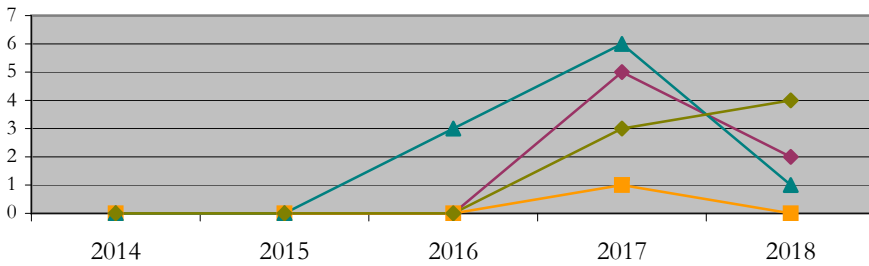
Admissions by Race/Ethnicity



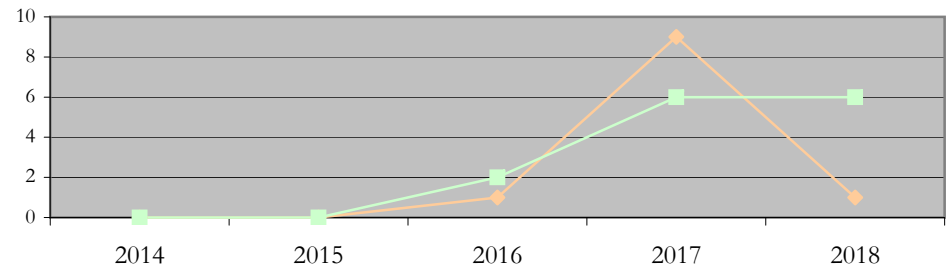
Admissions by Gender



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

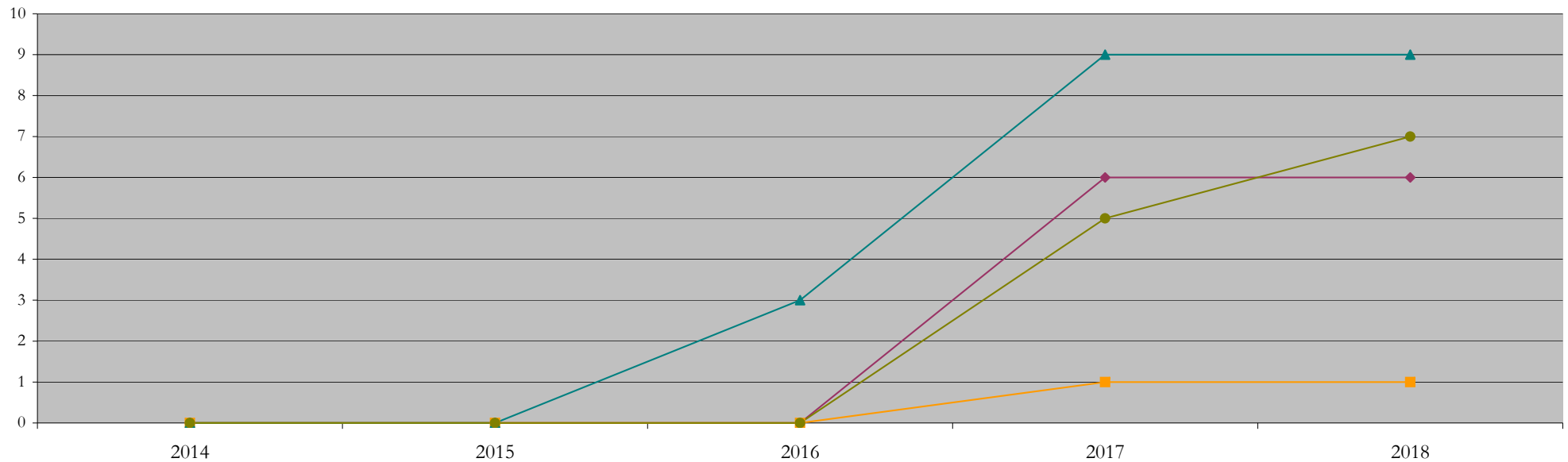
## Total Enrollment (includes secondary curriculum)

### by Race/Ethnicity

Marketing\_MS [20FS1432MS]

Fall 2014 through Fall 2018

Fall Semester Year	Total	Under Represented Minorities (URM)										Asian		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		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
		Count	%	Count	%	Count	%	Count	%													
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
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
2016	3	0	0.0	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	0.0	0
2017	22	0	0.0	5	22.7	1	4.5	6	27.3	1	4.5	0	0.0	9	40.9	1	4.5	5	22.7	0	0.0	0
2018	24	0	0.0	4	16.7	2	8.3	6	25.0	1	4.2	0	0.0	9	37.5	1	4.2	7	29.2	0	0.0	0



**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 this chart due to relatively low numbers

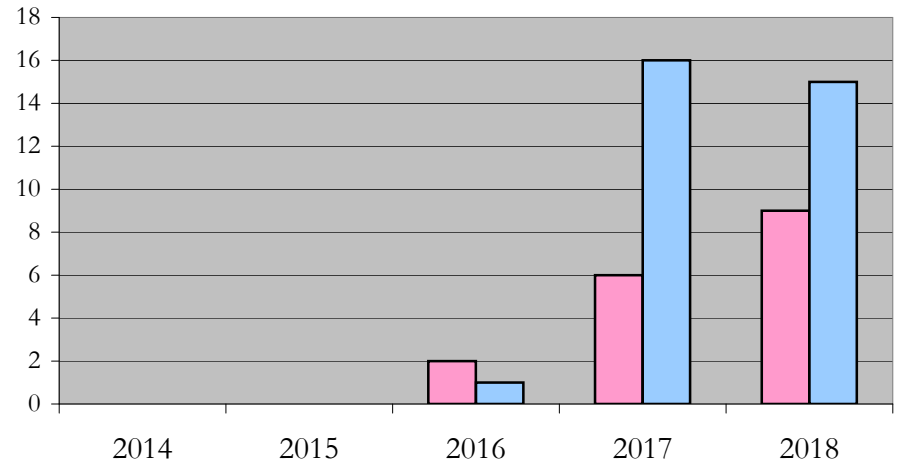
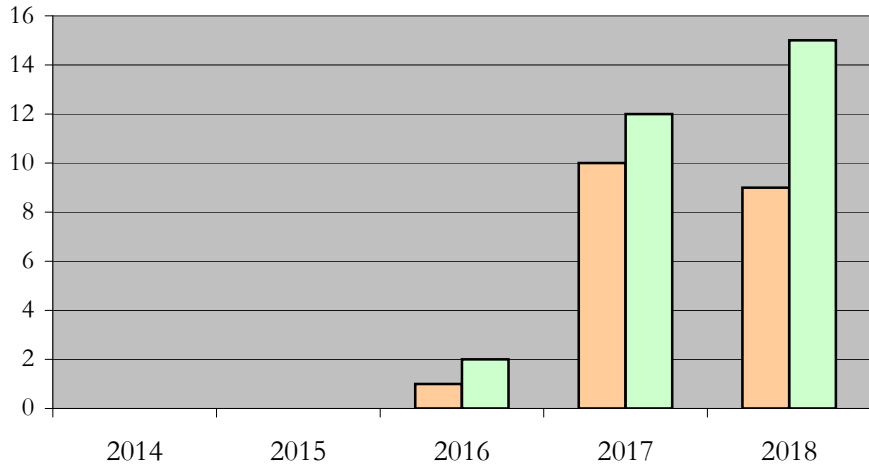
**Total Enrollment (includes secondary curriculum)**

**by Student Type, Gender, and Enrollment Time**

Marketing\_MS [20FS1432MS]

Fall 2014 through Fall 2018

Fall Semester Year	Total	New		Continuing		Male		Female		Gender Not Reported	Part-time		Full-time	
		Count	%	Count	%	Count	%	Count	%		Count	%	Count	%
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
2018	24	7	29.2	17	70.8	9	37.5	15	62.5	0	9	37.5	15	62.5



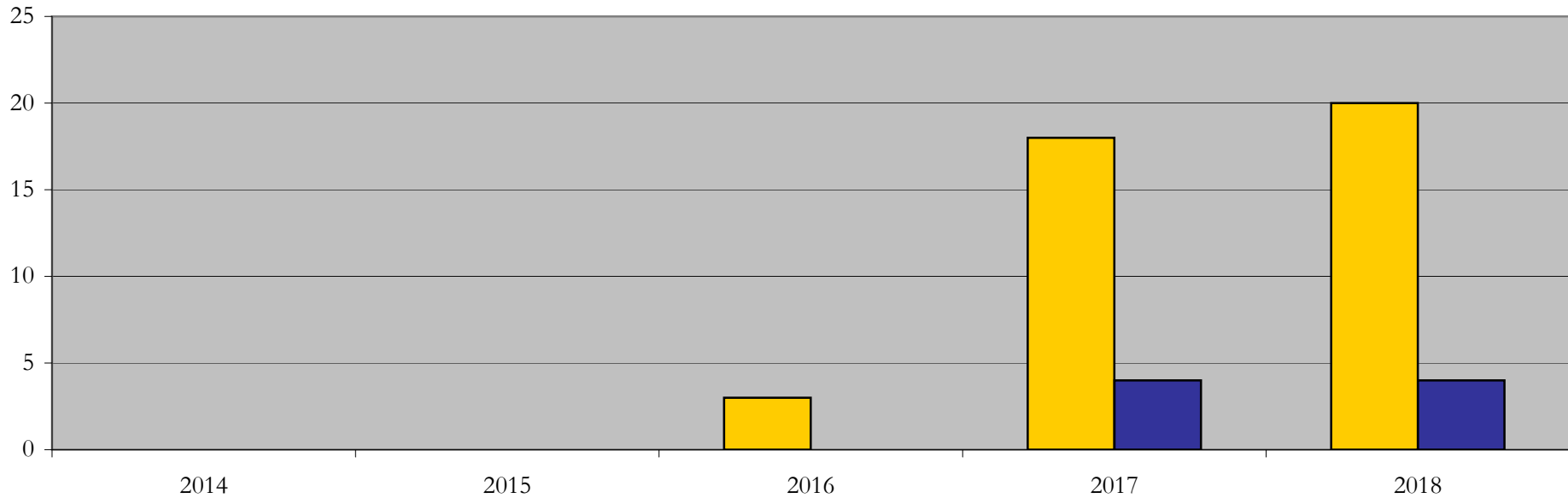
## Enrollment & Degrees Conferred

by Primary/Secondary, Average Age, State Residency

Marketing\_MS [20FS1432MS]

Fall 2014 through Fall 2018

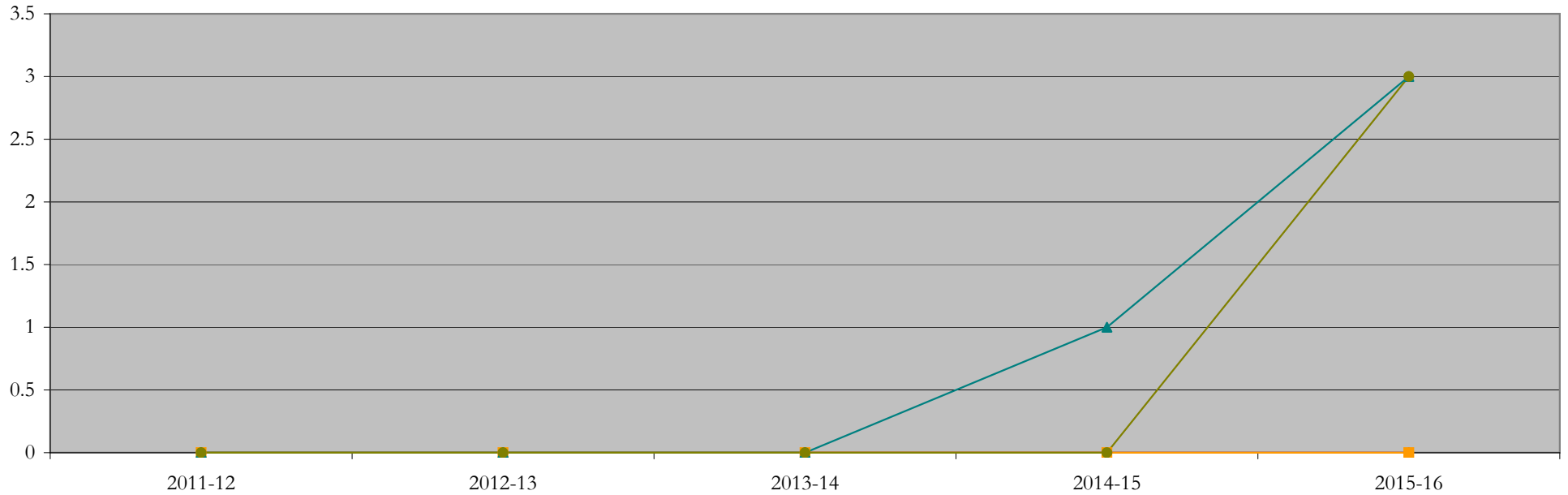
Fall Semester Year	Enrollment			Average Age			State Residency of Total Enrollment						
	Total	Primary	Secondary	Fall New Enrollment	Fall Continuing Enrollment	Academic Year Graduating Class	Residents			Non-Residents			
							Total Enrollment	New Enrollment	Continuing Enrollment	Total Enrollment	New Enrollment	Continuing Enrollment	
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
2018	24	23	1	25	28	27	20	4	16	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	%							
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
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
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
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
2017 - 2018	6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3	50.0	0	0.0	3



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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	%	
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
2017 - 2018	6	2	33.3	4	66.7	0

