

APASP Unit of Analysis Datasheet

Unit of Analysis: Marketing

Unit No: 200.00

College: School of Business Admin

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Department: Management & Marketing

Degree: Bachelor

Major: Marketing

Program Information Data (Not a criterion, Not Weighted):

Marketing	2013	2014	2015	2016	2017
Instructional Faculty FTE (includes Grad Asst)	13.3	12.3	12.3	10.8	9.8
TT/T Instructional Faculty FTE	8.4	8.7	9.5	8.4	7.3
Total Personnel Costs (w/o benefits)	\$2,133,968	\$2,159,539	\$2,246,777	\$2,188,062	\$2,077,454
Total Personnel Benefit Cost	\$473,592	\$487,853	\$506,580	\$485,670	\$489,937
Faculty Personnel Cost (w/o benefits)	\$1,465,608	\$1,493,940	\$1,598,308	\$1,560,316	\$1,435,926
Research Faculty FTE	0.0	0.0	0.0	0.0	0.0

Criteria 2 Metric 1: 5 YA of SCH for Gen-Ed courses, total (2Y, UG) – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	Quintile (score 1-5)
Marketing	1,602	579	501	1,140	447	3

Criteria 2 Metric 2: 5 YA of SCH for Gen-Ed courses, per instructional FTE – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	Quintile (score 1-5)
Marketing	124.8	46.7	66.6	92.0	195.5	2

Criteria 2 Metric 3: 5 YA of SCH ratio of non-majors to total – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	Quintile (score 1-5)
Non-Major SCH	1,328.2	1,384.5	1,109.0	1,016.5	967.0	
Total SCH	7,811.0	8,364.0	7,614.0	7,661.0	6,785.0	1
Percent	17.0%	16.6%	14.6%	13.3%	14.3%	

Criteria 3 Metric 1: Number of Majors and Metric 2: Trend over 5 years

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	321.0	401.0	388.0	367.0	338.0	363.0	4
Trend							

	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

Certificates

	2013	2014	2015	2016	2017	5 Yr Avg
Digital Marketing	0.0	0.0	4.0	2.0	3.0	1.8
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

Criteria 3 Metric 5: 5YA of Degrees Awarded and Metric 6: Trend over 5 years

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	81.0	80.0	92.0	93.0	68.0	82.8	5
Trend							
Trend Analysis (slope of metric over 5 years)						0	4

Criteria 3 Metric 7: 5 YA of minors awarded

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	0	0	0	0	0	0.0	0

Criteria 3 Metric 8: 5YA of student FTE/instructional FTE ratio and Metric 9: Trend over 5 years – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	19.1	20.9	20.4	21.0	26.0	21.5	4
Trend							
Trend Analysis (slope of metric over 5 years)						0.8	5

Criteria 4 Metric 1: 5YA Time to Degree

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	4.6	4.7	5.3	4.6	5.3	4.9	4

Criteria 4 Metric 2: 5YA Sophomore Persistence rates

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	1.0	1.0	1.0	1.0	1.0	1.0	5

Criteria 5 Metric 1: UG SCH per instructional FTE – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	570.8	627.0	611.7	630.5	778.6	643.7	5

Criteria 5 Metric 2: UG SCH per T/TT Faculty FTE – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	907.7	880.6	792.9	813.3	1048.2	888.5	4

Criteria 5 Metric 5: Expenditures Grants & Contracts per TT/T and Research Faculty and Metric 6: 5 year Trend – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	\$0	\$0	\$0	\$0	\$0	\$0	1

Trend		
Trend Analysis (slope of metric over 5 years)	0	0

Criteria 5 Metric 7: IDC Generated per TT/T and Research Faculty – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Marketing	\$0	\$0	\$0	\$0	\$0	\$0	2