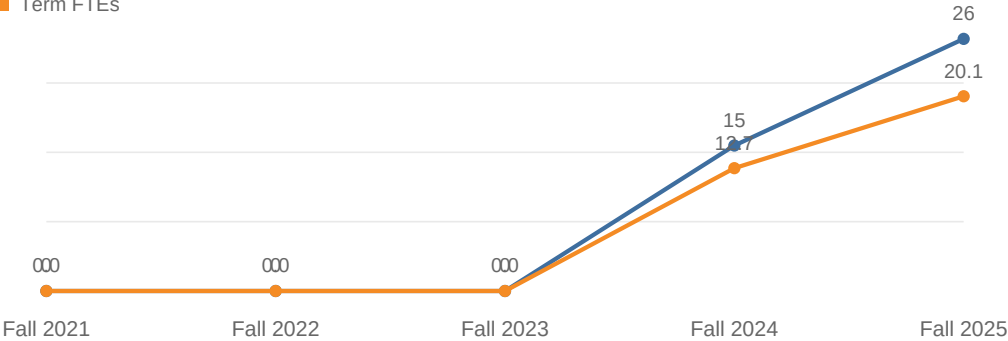


# Marketing Analytics Program Insights

## Enrollment Overview

Headcount  
Term FTEs

### 5-Year Graduate Enrollment Trend



### Current Enrollment

**26** Students  
**20.1** FTEs

### Fall '25 Graduate Entrants

**11** New students  
**15** Continuing students

## Student Profile

**28.3** Avg. age  
**23%** First generation  
**12%** Asian  
**8%** Black  
**19%** Latinx  
**4%** White  
**58%** Other

## Outcomes and Degrees

**79%** Fall-to-fall continuation  
11 of 14 Fall '24 cohort  
**0** Degrees awarded  
AY '24-'25  
**N/A** Avg. time to degree  
AY '24-'25

## Course Overview

### Course Modality (AY '25-'26)

**2%** In person  
**28%** Hybrid  
**70%** Online

### Course Scheduling (AY '25-'26)

Totals include head counts from all in-person, hybrid, and online sections in the department's courses for the specified academic year. Students appear in each applicable meeting-day cell. Asynchronous courses with no meeting time are reflected in the enrollment total only.

### Total Course Enrollment (AY '25-'26)

**2,313**  
Course enrollments

