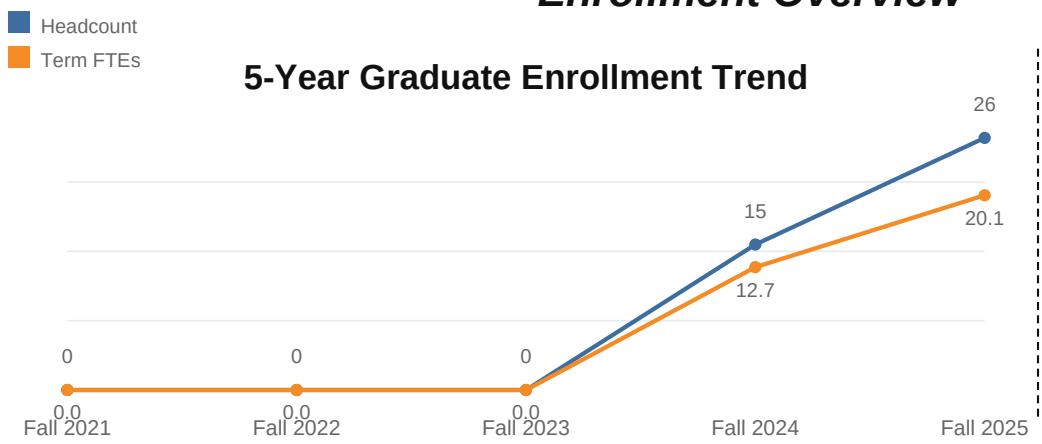
# Marketing Analytics Program Insights

## Enrollment Overview




### Current Enrollment

| 26 | 20.1 |
|---|---|
| Students | FTEs |

### Fall '25 Graduate Entrants

| 11 | 15 |
|---|---|
| New students | Continuing students |

## Student Profile

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

## Outcomes and Degrees

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

## Course Overview

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

| 13% | 84% | 3% |
|---|---|---|
| In person | Hybrid | Online |

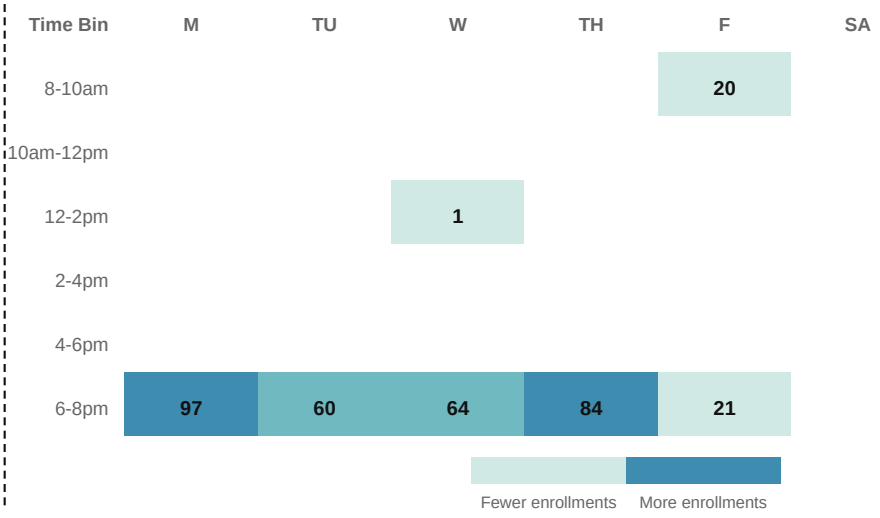
### Total Course Enrollment (AY '25-'26)

**379**

Course enrollments

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

*Totals include head counts from all in-person, hybrid, and online sections in the program's verified course subjects 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.*




Source: CSUEB Student and Course Supersets, July 2026; Cohort Superset, Jan. 2026