

**Comprehensive Academic Program Evaluation (CAPE)
Western Kentucky University
Supplementary Data Tables**

Institution:
Western Kentucky University (00200200)
College:
Gordon Ford College of Business
WKU Department Code:
MKT
Data as of:
30OCT18
Prepared by:
The WKU Office of Institutional Research

Enrolled Students by Fall Term

Enrollments are based on Fall census, and include multiple majors, minors, and certificates.

Level - Degree Type - Major - CIP				Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Undergraduate	Baccalaureate	Marketing, BS (#720)	521401	259	278	299	322	355
All				259	278	299	322	355

Level - Degree Type - Minor			Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Undergraduate	Non Degree	Marketing, Minor (#413)	157	131	127	140	128
		Sales, Minor (#452)	109	114	109	134	120
All			266	245	236	274	248

Conferrals by Academic Year

Conferrals awarded are based on Summer-Fall-Spring cycle, and include multiple majors.

Level - Degree Type - Major - CIP				AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
Undergraduate	Baccalaureate	Marketing, BS (#720)	521401	51	65	63	63	87
All				51	65	63	63	87

Level - Degree Type - Minor			AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
Undergraduate	Non Degree	Marketing, Minor (#413)	52	42	43	38	49
		Sales, Minor (#452)	40	40	35	55	53
All			92	82	78	93	102

Departmental SCHP by Academic Year

In-Department student credit hours generated by majors, minors, and certificates.

Level - Major - CIP			Provided Credit Hours				
			AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
Undergraduate	Marketing, BS (#720)	521401	1,347	1,719	1,848	2,127	2,472
	Marketing, Minor (#413)		687	654	555	603	684
	Sales, Minor (#452)	521401	492	477	603	672	699
All			2,526	2,850	3,006	3,402	3,855

First Year Persistence by Fall Cohort

Fall-to-fall Persistence of the first time students entering with a declared major in the program. Persistence includes enrollment or graduation after one year.

Level - Degree - Major - CIP				Fall 2013		Fall 2014		Fall 2015		Fall 2016		Fall 2017	
				# in Cohort	% Persisted	# in Cohort	% Persisted	# in Cohort	% Persisted	# in Cohort	% Persisted	# in Cohort	% Persisted
Undergraduate	Baccalaureate	Marketing, BS (#720)	521401	47	68.1%	37	64.9%	52	69.2%	48	81.3%	61	75.4%
	Level Subtotal			47	68.1%	37	64.9%	52	69.2%	48	81.3%	61	75.4%

Progression Numbers by Academic Year

The number of undergraduate students progressing to the next classification or graduating during the academic year.

Level - Degree - Major - CIP				Academic Year							
				2014/15		2015/16		2016/17		2017/18	
				#	% Progressed	#	% Progressed	#	% Progressed	#	% Progressed
Undergraduate	Baccalaureate	Marketing, BS (#720)	521401	235	72.3%	261	75.5%	270	74.1%	321	73.5%

150% Graduation Rates by Fall Cohort

Percentage of degree-seeking students graduating within 150% of normal time.

150% graduation time varies by degree type - Associates: 3 years; Bachelors: 6 years; Masters/Specialist: 3 years; Doctoral: 4 years.

Graduation Rates are calculated through the most recent cohort with a graduating term of Summer 2018.

Level - Degree - Major - CIP				AY 2013-2014		AY 2014-2015		AY 2015-2016		AY 2016-2017		AY 2017-2018	
				#	%	#	%	#	%	#	%	#	%
Undergraduate	Baccalaureate	Marketing, BS (#720)	521401	38	44.7%	34	61.8%	37	64.9%	33	63.6%	45	46.7%
All				38	44.7%	34	61.8%	37	64.9%	33	63.6%	45	46.7%

Average Years To Graduate by Program

Average years to graduate (i.e., degree term less first term at WKU at the same level).

Department	Major	CIP	AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
MKT	Marketing, Minor (#413)		3.94 (N=52)	4.09 (N=41)	5.12 (N=43)	4.10 (N=38)	3.76 (N=49)
	Sales, Minor (#452)	521401	3.86 (N=39)	3.99 (N=39)	4.14 (N=34)	3.85 (N=55)	3.79 (N=52)
	Marketing, BS (#720)	521401	3.97 (N=49)	4.52 (N=65)	4.05 (N=62)	3.85 (N=63)	3.86 (N=86)

Delivery Cost

Total Department SCHP includes all SCHP taught in courses owned by the Department, including those taught by part-time faculty and full-time faculty outside the department. Data excludes ensemble performance, independent study, maintaining matriculation, co-op ed, dual credit, on-demand, research, and student teaching course sections.

Department	# Tenure Track Faculty (A)	Tenure Track Mean Salary (B)	# Non-Tenure Track Faculty (C)	Non-Tenure Track Mean Salary (D)	Total Department SCHP (E)	Cost Per SCHP $\left(\frac{[A*B] + [C*D]}{E}\right)$
MKT	7	\$115,831	3	\$64,496	7,875	\$128

Faculty Efficiency and Class Size

Excludes ensemble performance, independent study, maintaining matriculation, co-op ed, dual credit, on-demand, research, and student teaching course sections.

Departmental Efficiency Data:		AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
SCHP per Full-Time Faculty		472	518	511	547	537
% SCHP Taught by Full-time Faculty		93.2%	90.3%	86.8%	78.4%	75.0%
Upper Div Median Class Size		26	28	27	29	27
% Upper Div Sections with < 15 Enrolled		19.6%	12.2%	14.0%	16.4%	11.9%
Graduate Median Class Size						
% Graduate Sections with < 10 Enrolled						