



**Department Profile**  
**College of Business and Economics: Department of Marketing**

Faculty Headcount (November 1 snapshot)	2019	2020	2021	2022	2023
Assistant Professor	4	5	5	4	5
Associate Professor	2	2	2	3	3
Professor	3	3	2	5	3
Total Tenured/Tenure-Track Faculty	9	10	9	12	11
Clinical, Visiting & Practice	2	2	2	1	2
Lecturer	6	6	5	4	4
Senior Lecturer	1	1	1	1	1
Total Other Faculty	9	9	8	6	7
<b>TOTAL FULL-TIME FACULTY</b>	<b>18</b>	<b>19</b>	<b>17</b>	<b>18</b>	<b>18</b>

Enrolled Majors (Fall Census)	2019	2020	2021	2022	2023
Interactive Marketing (PBC)	27	36	32	30	39
Marketing Intelligence	28	37	32	29	39
Total Graduate Majors	55	73	64	59	78
<b>TOTAL ENROLLED MAJORS</b>	<b>55</b>	<b>73</b>	<b>64</b>		



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Degrees & Certificates Awarded (Academic Year)	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Master's Degrees	28	10	26	16	18
Certificates	26	13	24	19	17