



Collin County Community College District
Program Review 2021 - 2022

Average Section Size by Term
Academic Years 2017 through 2021

Marketing

Courses	AY2017				AY2018				AY2019				AY2020			AY2021		
	Fall 2016	Winter 2016	Spring 2017	Summer 2017	Fall 2017	Winter 2017	Spring 2018	Summer 2018	Fall 2018	Winter 2018	Spring 2019	Summer 2019	Fall 2019	Spring 2020	Summer 2020	Fall 2020	Spring 2021	Summer 2021
ACCT2301	28	-	28	27	28	-	28	25	27	-	27	27	26	25	24	25	23	26
ACNT1303	21	-	19	-	23	-	19	24	23	-	19	23	21	22	25	23	49	52
ACNT1311	24	-	-	-	25	-	23	-	24	-	24	-	24	24	-	25	24	-
BMGT1305	26	-	29	25	29	-	30	23	25	-	28	25	25	27	25	30	35	72
BMGT1307	30	-	22	-	25	-	25	24	28	-	26	25	24	28	48	23	25	68
BMGT1327	22	-	24	24	24	-	21	22	26	-	26	48	27	25	48	24	22	63
BMGT1341	26	-	21	17	24	-	22	15	26	-	21	17	22	25	24	20	33	50
BMGT2303	26	-	24	-	23	-	22	14	25	-	21	-	28	19	-	26	17	9
BUSG1307	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSG2309	27	-	26	23	25	-	22	24	20	-	20	23	24	24	22	21	32	42
BUSG2371	-	-	-	-	-	-	-	-	-	-	5	1	3	4	-	1	2	2
IBUS1354	9	-	7	-	8	-	12	-	-	-	9	-	26	13	-	26	25	-
IBUS2341	18	-	20	-	20	-	24	-	24	-	21	-	18	27	-	20	24	-
MRKG1301	26	-	15	-	28	-	19	-	24	-	25	-	26	23	-	30	25	-
MRKG1311	25	-	20	24	26	-	20	21	24	-	21	23	27	24	23	29	21	48
MRKG2312	-	-	12	-	20	-	7	-	-	-	12	-	26	24	-	25	24	-
MRKG2333	18	-	13	-	12	-	-	8	19	-	24	-	20	24	-	24	23	-
MRKG2348	25	-	25	6	23	-	24	6	-	-	22	-	-	23	-	-	25	14
MRKG2349	25	-	15	-	18	-	15	-	23	-	24	-	24	24	-	27	24	24

Note: Averages rounded to the nearest full number. Values appearing in red emphasize courses with fewer than 15 average enrollments in that term. Core courses, co-op courses and private study courses may be excluded from section enrollment averages. Enrollment retrieved from the ZogoTech data system. The program course list is based on the 2020-2021 academic catalog.