



**Collin County Community College District
Program Review 2021 - 2022**

Duplicated Enrollment in Courses by Term
Academic Years 2017 - 2018 through 2020 - 2021

Marketing

Counts of Course Enrollments by Academic Year

Courses	Title	2017	2018	2019	2020	2021
ACCT2301	Principles of Financial Acctg	1,737	1,801	1,870	1,908	1,692
ACNT1303	Intro to Accounting I	120	150	168	153	169
ACNT1311	Intro Computerized Accounting	24	48	48	48	49
BMGT1305	Communications in Management	131	139	209	210	266
BMGT1307	Team Building	167	225	242	274	306
BMGT1327	Principles of Management	368	361	360	384	357
BMGT1341	Business Ethics	173	198	292	277	303
BMGT2303	Prob Solving-Decision Making	199	194	181	224	248
BUSG1307	Not Delivered	-	-	-	-	-
BUSG2309	Sm Bus Mgmt/Entreprnrshp	154	191	224	263	262
BUSG2371	Entrepreneurship Experience	-	-	6	7	5
IBUS1354	International Marketing Mgmt	23	20	9	52	51
IBUS2341	Intercultural Management	74	64	66	89	88
MRKG1301	Customer Relationship Mgmt	66	47	96	74	55
MRKG1311	Principles of Marketing	288	292	243	223	241
MRKG2312	e-Commerce Marketing	12	27	12	50	49
MRKG2333	Principles of Selling	31	20	61	64	71
MRKG2348	Marketing Research & Strategie	56	53	22	23	39
MRKG2349	Advertising & Sales Promotion	71	65	47	48	75
MRKG2381	Co-op Ed-Mrktng/Mrktng Mgt, Ge	4	7	2	2	-

Note: The program course list is based on the 2020-2021 catalog. Core courses may be excluded from the list for this program.