



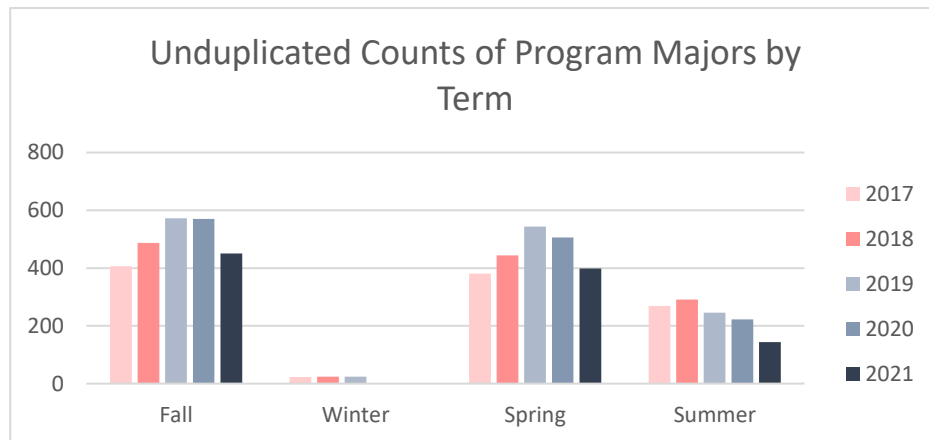
**Collin County Community College District
Program Review 2021 - 2022**

Unduplicated Student Enrollment by Program per Term
Academic Years 2017 - 2018 through 2020 - 2021

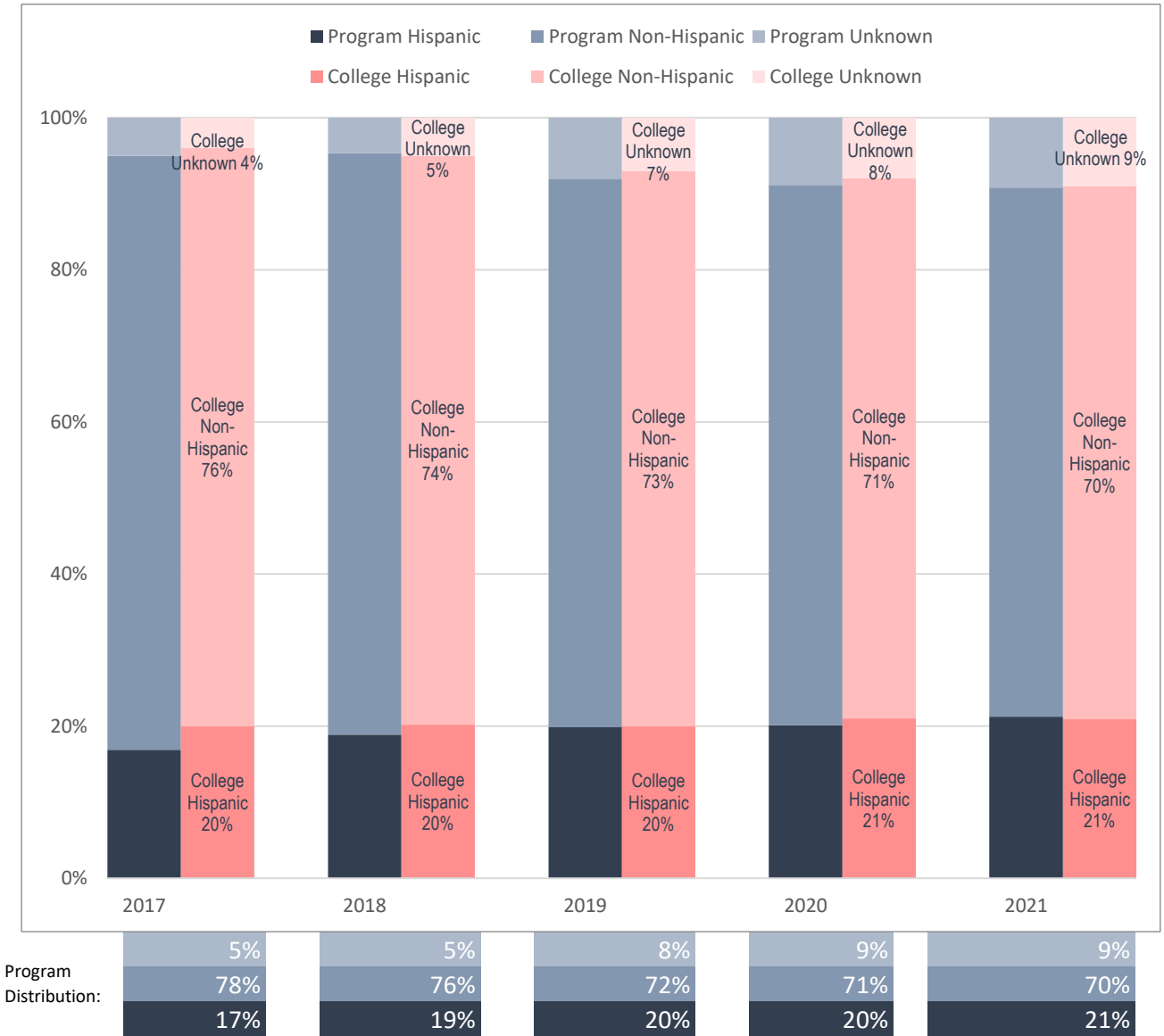
Marketing

Term	Count of Enrolled Program Majors
Academic Year 2016 - 2017	
Fall 2016	406
Winter 2016	23
Spring 2017	381
Summer 2017	269
Academic Year 2017 - 2018	
Fall 2017	487
Winter 2017	24
Spring 2018	444
Summer 2018	291
Academic Year 2018 - 2019	
Fall 2018	572
Winter 2018	24
Spring 2019	544
Summer 2019	246
Academic Year 2019 - 2020	
Fall 2019	570
Spring 2020	506
Summer 2020	222
Academic Year 2020 - 2021	
Fall 2020	451
Spring 2021	398
Summer 2021	144

Note: Students counted for this measure were enrolled at Collin during the specified term and are identified based on their declared major in ZogoTech.

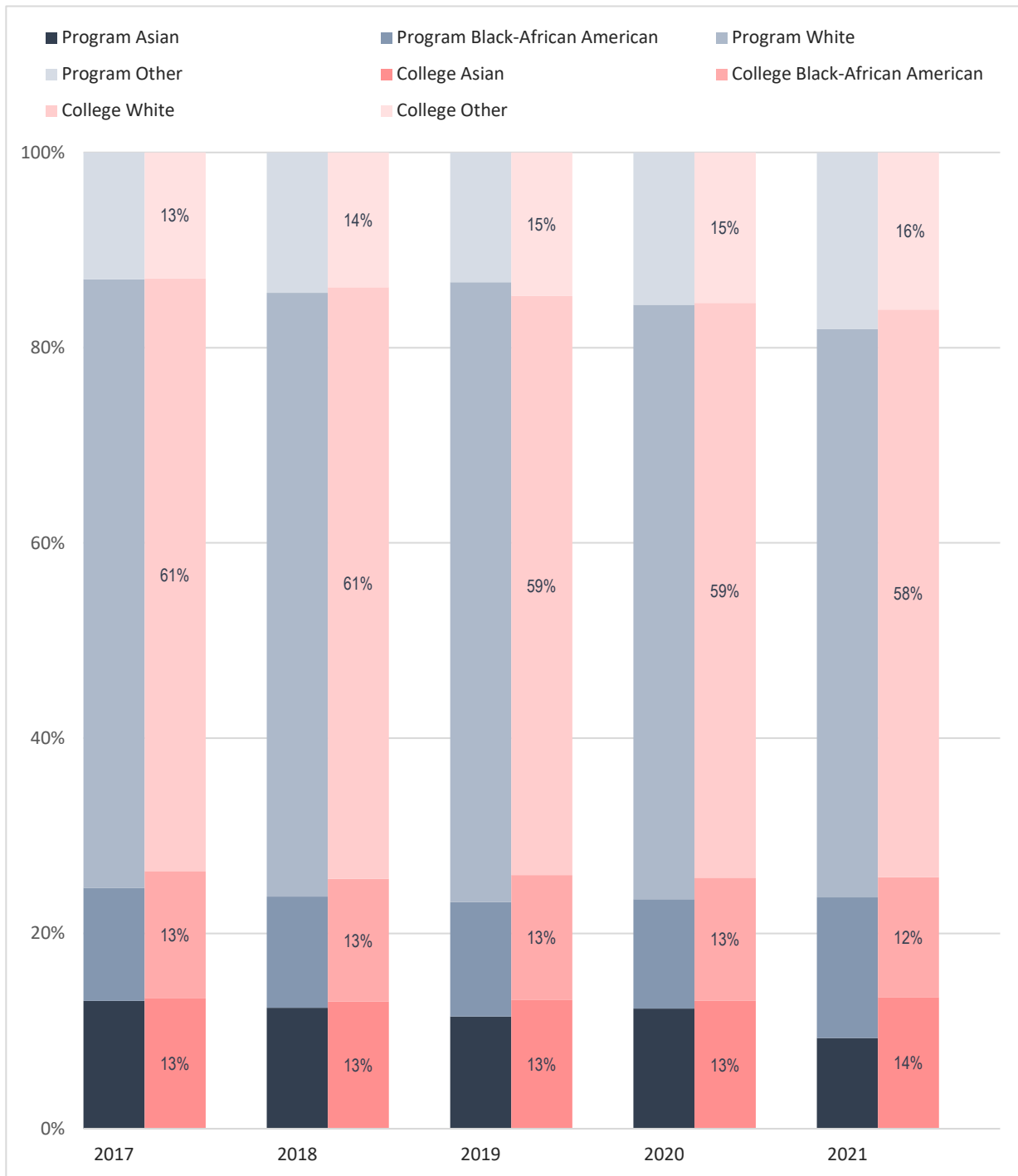


Ethnicity Distribution of Enrolled Marketing Majors, Compared to Collin College's Overall Student Ethnicity Distribution



Note: Values rounded to the nearest percentage point and may not sum to 100%.

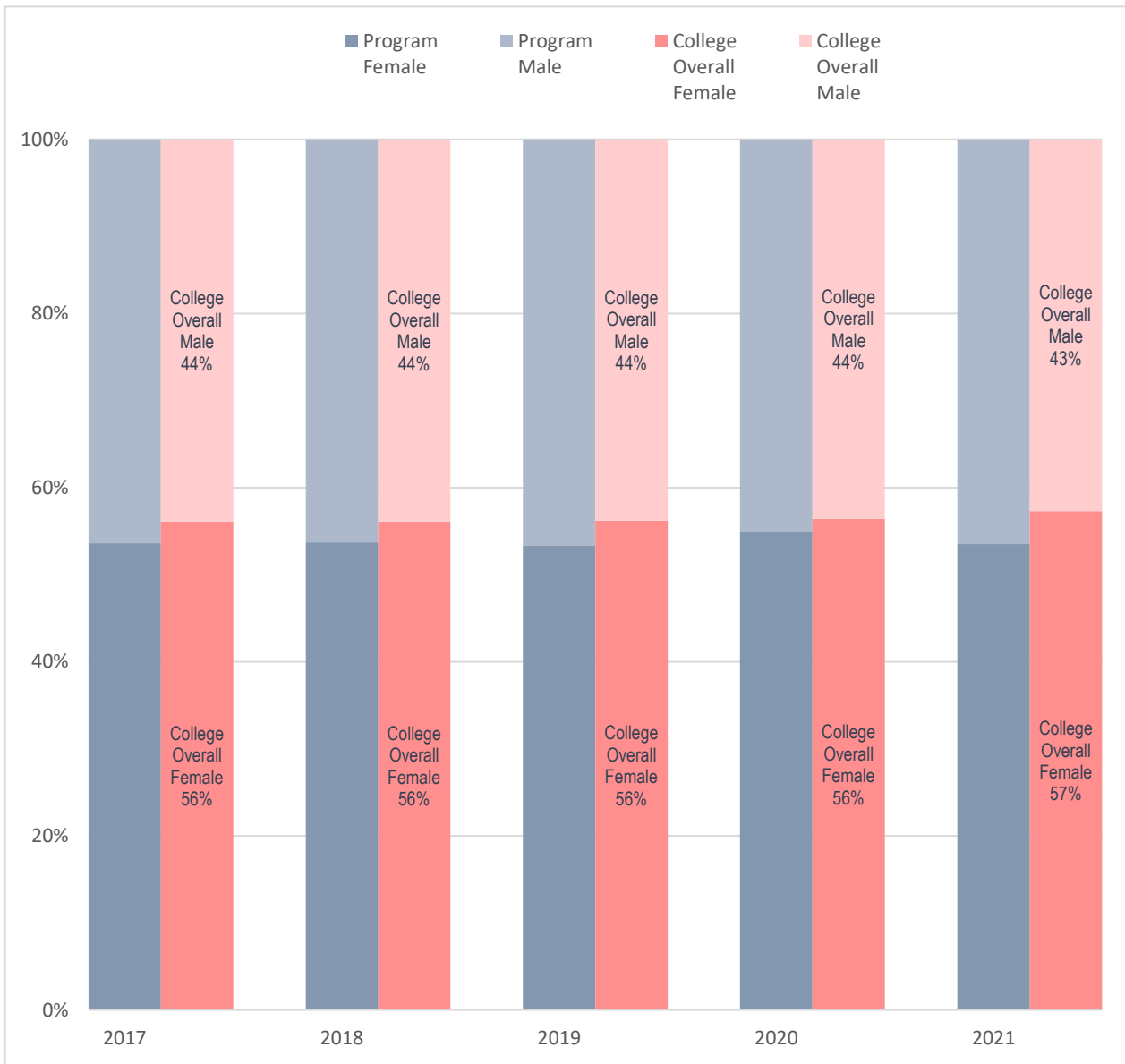
Racial Distribution of Enrolled Marketing Majors, Compared to Collin College's Overall Student Racial Distribution



Program Distribution:	2017	2018	2019	2020	2021
Program Other	13%	14%	13%	16%	18%
Program White	62%	62%	64%	61%	58%
Program Black-African American	12%	11%	12%	11%	14%
Program Asian	13%	12%	12%	12%	9%

Note: Values rounded to the nearest percentage and may not sum to 100%. The category "Other" includes "American Indian - Alaska Native", "Multi-Race", "Native Hawaiian - Other Pacific Islander" and "Unknown."

Sex Distribution of Enrolled Marketing Majors, Compared to Collin College's Overall Student Sex Distribution



Program Distribution:	2017	2018	2019	2020	2021
Female	53%	53%	53%	55%	54%
Male	47%	47%	47%	45%	47%

Note: Values rounded to the nearest percentage point and may not sum to 100%.