

**Collin County Community College District  
Program Review 2023-2024**

Duplicated Enrollment in Courses by Term  
Academic Years 2018-2019 through 2022-2023

All Programs		Counts of Course Enrollment by Academic Year				
Courses	Title	2019	2020	2021	2022	2023
BMGT-1327	Principles of Management	360	384	356	436	371
BMGT-1341	Business Ethics	292	277	303	317	364
BMGT-2303	Prob Solving-Decision Making	181	224	248	304	284
BMGT-2341	Strategic Management	47	63	63	70	70
BUSG-2309	Sm Bus Mgmt/Entreprnrshp	224	263	262	236	261
BUSG-2371	Entrepreneurship Experience	6	7	5	5	18
IBUS-1354	International Marketing Mgmt	9	52	51	43	64
MRKG-1301	Customer Relationship Mgmt	96	74	55	36	191
MRKG-1311	Principles of Marketing	243	223	241	254	306
MRKG-2312	e-Commerce Marketing	12	50	49	66	104
MRKG-2333	Principles of Selling	61	64	71	115	136
MRKG-2348	Marketing Research & Strategie	22	23	39	60	64
MRKG-2349	Advertising & Sales Promotion	47	48	75	86	90
MRKG-2371	Strategies Social Media Mrktg	-	-	-	11	43
MRKG-2372	Digital Marketing	-	-	-	4	24
MRKG-2373	Digital Marketing Analytics	-	-	-	2	13
MRKG-2381	Co-op Ed-Mrktng/Mrktng Mgt, Ge	2	2	-	1	3

*Note: The program course list is based on the 2023-2024 catalog. Core courses may be excluded from the list for this program*

<b>Marketing - AAS</b>		<b>Counts of Course Enrollment by Academic Year</b>				
Courses	Title	2019	2020	2021	2022	2023
BMGT-1327	Principles of Management	360	384	356	436	371
BMGT-2303	Prob Solving-Decision Making	181	224	248	304	284
BMGT-2341	Strategic Management	47	63	63	70	70
BUSG-2309	Sm Bus Mgmt/Entreprnrshp	224	263	262	236	261
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MRKG-2372	Digital Marketing	-	-	-	4	24
MRKG-2373	Digital Marketing Analytics	-	-	-	2	13
MRKG-2381	Co-op Ed-Mrktng/Mrktng Mgt, Ge	2	2	-	1	3

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<b>Digital Marketing - Certification</b>		<b>Counts of Course Enrollment by Academic Year</b>				
Courses	Title	2019	2020	2021	2022	2023
BMGT-1341	Business Ethics	292	277	303	317	364
BUSG-2309	Sm Bus Mgmt/Entreprnrshp	224	263	262	236	261
MRKG-1311	Principles of Marketing	243	223	241	254	306
MRKG-2312	e-Commerce Marketing	12	50	49	66	104
MRKG-2371	Strategies Social Media Mrktg	-	-	-	11	43
MRKG-2372	Digital Marketing	-	-	-	4	24
MRKG-2373	Digital Marketing Analytics	-	-	-	2	13

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<b>Sales and Marketing - Certification</b>		<b>Counts of Course Enrollment by Academic Year</b>				
Courses	Title	2019	2020	2021	2022	2023
BUSG-2309	Sm Bus Mgmt/Entreprnrshp	224	263	262	236	261
MRKG-1301	Customer Relationship Mgmt	96	74	55	36	191
MRKG-1311	Principles of Marketing	243	223	241	254	306
MRKG-2312	e-Commerce Marketing	12	50	49	66	104
MRKG-2333	Principles of Selling	61	64	71	115	136
MRKG-2348	Marketing Research & Strategie	22	23	39	60	64
MRKG-2349	Advertising & Sales Promotion	47	48	75	86	90

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