

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

Grade Distribution in Courses by Year
Academic Years 2018-2019 through 2022-2023

BMGT-1327		Principles of Management																
		Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
Year	Enrollment	A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	360	140	103	49	9	0	42	17	39%	29%	14%	3%	0%	12%	5%	95%	84%	3.24
2020	384	158	93	52	16	0	47	18	41%	24%	14%	4%	0%	12%	5%	95%	83%	3.23
2021	356	165	89	42	13	0	33	14	46%	25%	12%	4%	0%	9%	4%	96%	87%	3.31
2022	436	206	87	51	19	0	50	23	47%	20%	12%	4%	0%	11%	5%	95%	83%	3.32
2023	348	140	92	49	19	0	42	6	40%	26%	14%	5%	0%	12%	2%	98%	86%	3.18

Averages..... 43% 25% 13% 4% 0% 11% 4% 96% 85%

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

**Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.*

***Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.*

Sums of distributions may not equal 100 percent due to rounding.

BMGT-1341		Business Ethics																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	292	111	79	39	11	0	28	24	38%	27%	13%	4%	0%	10%	8%	92%	82%	3.21
2020	277	132	53	33	12	0	29	18	48%	19%	12%	4%	0%	10%	6%	94%	83%	3.33
2021	303	147	83	25	12	0	27	9	49%	27%	8%	4%	0%	9%	3%	97%	88%	3.37
2022	317	89	105	45	26	0	41	11	28%	33%	14%	8%	0%	13%	3%	97%	84%	2.97
2023	341	133	91	54	25	0	29	9	39%	27%	16%	7%	0%	9%	3%	97%	89%	3.10
Averages.....									40%	27%	13%	6%	0%	10%	5%	95%	85%	

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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BMGT-2303		Problem Solving and Decision Making																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	181	75	60	16	1	0	20	9	41%	33%	9%	1%	0%	11%	5%	95%	84%	3.38
2020	224	99	52	19	10	0	28	16	44%	23%	8%	4%	0%	13%	7%	93%	80%	3.33
2021	248	138	44	25	8	0	15	18	56%	18%	10%	3%	0%	6%	7%	93%	87%	3.45
2022	304	135	78	28	7	0	37	19	44%	26%	9%	2%	0%	12%	6%	94%	82%	3.38
2023	284	144	69	26	10	0	28	7	51%	24%	9%	4%	0%	10%	2%	98%	88%	3.39
Averages.....									47%	25%	9%	3%	0%	10%	6%	94%	84%	

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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BMGT-2341		Strategic Management																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	47	30	7	2	2	0	5	1	64%	15%	4%	4%	0%	11%	2%	98%	87%	3.59
2020	63	38	13	3	1	0	4	4	60%	21%	5%	2%	0%	6%	6%	94%	87%	3.60
2021	63	39	6	4	7	0	7	0	62%	10%	6%	11%	0%	11%	0%	100%	89%	3.38
2022	70	47	15	1	1	0	5	1	67%	21%	1%	1%	0%	7%	1%	99%	91%	3.69
2023	70	37	16	9	4	0	2	2	53%	23%	13%	6%	0%	3%	3%	97%	94%	3.30
Averages.....									61%	18%	6%	5%	0%	8%	3%	97%	90%	

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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BUSG-2309		Small Business Management/Entrepreneurship																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	224	71	55	29	12	0	36	21	32%	25%	13%	5%	0%	16%	9%	91%	75%	3.11
2020	263	91	61	22	13	0	56	20	35%	23%	8%	5%	0%	21%	8%	92%	71%	3.23
2021	262	116	61	24	17	0	32	12	44%	23%	9%	6%	0%	12%	5%	95%	83%	3.27
2022	236	106	65	13	11	0	29	12	45%	28%	6%	5%	0%	12%	5%	95%	83%	3.36
2023	235	96	80	23	7	1	20	8	41%	34%	10%	3%	0%	9%	3%	97%	88%	3.29
Averages.....									39%	27%	9%	5%	0%	14%	6%	94%	80%	

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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BUSG-2371		Entrepreneurship Experience																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	6	4	1	0	0	0	0	1	67%	17%	0%	0%	0%	0%	17%	83%	83%	3.80
2020	7	5	0	0	1	0	1	0	71%	0%	0%	14%	0%	14%	0%	100%	86%	3.50
2021	5	1	2	2	0	0	0	0	20%	40%	40%	0%	0%	0%	0%	100%	100%	2.80
2022	5	4	1	0	0	0	0	0	80%	20%	0%	0%	0%	0%	0%	100%	100%	3.80
2023	11	6	3	1	0	0	0	1	55%	27%	9%	0%	0%	0%	9%	91%	91%	3.50
Averages.....									59%	21%	10%	3%	0%	3%	5%	95%	92%	

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**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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IBUS-1354		International Marketing Management																
		Grade Assigned							Grade Distribution							Completion	Success	Course
Year	Enrollment	A	B	C	D	P	F	W	A	B	C	D	P	F	W	Rate	Rate *	GPA**
2019	9	5	2	0	0	0	1	1	56%	22%	0%	0%	0%	11%	11%	89%	78%	3.71
2020	52	11	11	9	3	0	8	10	21%	21%	17%	6%	0%	15%	19%	81%	65%	2.88
2021	51	12	9	10	6	0	10	4	24%	18%	20%	12%	0%	20%	8%	92%	73%	2.73
2022	43	13	10	5	0	0	10	5	30%	23%	12%	0%	0%	23%	12%	88%	65%	3.29
2023	64	26	18	3	1	0	13	3	41%	28%	5%	2%	0%	20%	5%	95%	75%	3.44
Averages.....									34%	22%	11%	4%	0%	18%	11%	89%	71%	

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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MRKG-1301		Customer Relationship Management																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	96	39	16	6	6	0	18	11	41%	17%	6%	6%	0%	19%	11%	89%	70%	3.31
2020	74	29	14	6	2	0	10	13	39%	19%	8%	3%	0%	14%	18%	82%	69%	3.37
2021	55	20	17	11	1	0	5	1	36%	31%	20%	2%	0%	9%	2%	98%	89%	3.14
2022	36	12	5	11	1	0	3	4	33%	14%	31%	3%	0%	8%	11%	89%	81%	2.97
2023	171	54	48	26	17	0	19	7	32%	28%	15%	10%	0%	11%	4%	96%	85%	2.96
Averages.....									36%	22%	16%	5%	0%	12%	9%	91%	79%	

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**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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MRKG-1311		Principles of Marketing																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	243	79	77	28	11	0	28	20	33%	32%	12%	5%	0%	12%	8%	92%	80%	3.15
2020	223	62	71	34	4	0	33	19	28%	32%	15%	2%	0%	15%	9%	91%	77%	3.12
2021	241	110	61	29	8	0	23	10	46%	25%	12%	3%	0%	10%	4%	96%	86%	3.31
2022	254	97	52	43	8	0	37	17	38%	20%	17%	3%	0%	15%	7%	93%	79%	3.19
2023	260	104	76	22	16	0	32	10	40%	29%	8%	6%	0%	12%	4%	96%	84%	3.23
Averages.....									37%	28%	13%	4%	0%	13%	6%	94%	81%	

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

Sums of distributions may not equal 100 percent due to rounding.

MRKG-2312		e-Commerce Marketing																
		Grade Assigned							Grade Distribution							Completion	Success	Course
Year	Enrollment	A	B	C	D	P	F	W	A	B	C	D	P	F	W	Rate	Rate *	GPA**
2019	12	3	4	0	0	0	4	1	25%	33%	0%	0%	0%	33%	8%	92%	58%	3.43
2020	50	12	11	7	2	0	9	9	24%	22%	14%	4%	0%	18%	18%	82%	64%	3.03
2021	49	11	9	11	3	0	9	6	22%	18%	22%	6%	0%	18%	12%	88%	69%	2.82
2022	66	29	10	6	2	0	14	5	44%	15%	9%	3%	0%	21%	8%	92%	71%	3.40
2023	87	42	18	8	1	0	14	4	48%	21%	9%	1%	0%	16%	5%	95%	79%	3.46
Averages.....									33%	22%	11%	3%	0%	21%	10%	90%	68%	

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**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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MRKG-2333		Principles of Selling																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	61	11	11	6	1	0	19	13	18%	18%	10%	2%	0%	31%	21%	79%	48%	3.10
2020	64	6	19	5	4	0	17	13	9%	30%	8%	6%	0%	27%	20%	80%	53%	2.79
2021	71	29	12	11	0	0	9	10	41%	17%	15%	0%	0%	13%	14%	86%	73%	3.35
2022	115	47	27	10	3	0	20	8	41%	23%	9%	3%	0%	17%	7%	93%	76%	3.36
2023	117	63	23	6	5	0	16	4	54%	20%	5%	4%	0%	14%	3%	97%	83%	3.48
Averages.....									33%	22%	9%	3%	0%	20%	13%	87%	66%	

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*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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MRKG-2348		Marketing Research and Strategies																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	22	3	9	4	2	0	4	0	14%	41%	18%	9%	0%	18%	0%	100%	82%	2.72
2020	23	5	5	3	1	0	7	2	22%	22%	13%	4%	0%	30%	9%	91%	61%	3.00
2021	39	10	14	5	4	0	3	3	26%	36%	13%	10%	0%	8%	8%	92%	85%	2.91
2022	60	27	11	7	2	0	10	3	45%	18%	12%	3%	0%	17%	5%	95%	78%	3.34
2023	57	25	6	8	7	0	9	2	44%	11%	14%	12%	0%	16%	4%	96%	81%	3.07
Averages.....									30%	25%	14%	8%	0%	18%	5%	95%	77%	

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**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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MRKG-2349		Advertising and Sales Promotion																
		Grade Assigned							Grade Distribution							Completion	Success	Course
Year	Enrollment	A	B	C	D	P	F	W	A	B	C	D	P	F	W	Rate	Rate *	GPA**
2019	47	11	10	9	0	0	9	8	23%	21%	19%	0%	0%	19%	17%	83%	64%	3.07
2020	48	17	14	4	2	0	5	6	35%	29%	8%	4%	0%	10%	13%	88%	77%	3.24
2021	75	33	22	7	5	0	6	2	44%	29%	9%	7%	0%	8%	3%	97%	89%	3.24
2022	86	40	17	12	1	0	10	6	47%	20%	14%	1%	0%	12%	7%	93%	81%	3.37
2023	76	33	15	4	4	0	13	7	43%	20%	5%	5%	0%	17%	9%	91%	74%	3.38
Averages.....									39%	24%	11%	3%	0%	13%	10%	90%	77%	

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**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

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MRKG-2371		Strategies in Social Media Marketing																		
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**		
		A	B	C	D	P	F	W	A	B	C	D	P	F	W					
2019	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2020	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2021	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2022	11	4	3	1	0	0	2	1	36%	27%	9%	0%	0%	18%	9%	91%	73%	3.38		
2023	43	26	9	2	1	0	4	1	60%	21%	5%	2%	0%	9%	2%	98%	88%	3.58		
Averages.....									48%	24%	7%	1%	0%	14%	6%	94%	81%			

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

Sums of distributions may not equal 100 percent due to rounding.

MRKG-2372		Digital Marketing																		
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**		
		A	B	C	D	P	F	W	A	B	C	D	P	F	W					
2019	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2020	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2021	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2022	4	3	0	0	0	0	0	1	75%	0%	0%	0%	0%	0%	0%	25%	75%	75%	4.00	
2023	24	12	4	5	0	0	1	2	50%	17%	21%	0%	0%	4%	8%	92%	88%	3.33		
Averages.....									63%	8%	10%	0%	0%	2%	17%	83%	81%			

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

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MRKG-2373		Digital Marketing Analytics																		
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**		
		A	B	C	D	P	F	W	A	B	C	D	P	F	W					
2019	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2020	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2021	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2022	2	1	1	0	0	0	0	0	50%	50%	0%	0%	0%	0%	0%	0%	100%	100%	3.50	
2023	13	7	1	4	0	0	1	0	54%	8%	31%	0%	0%	8%	0%	0%	100%	92%	3.25	

Averages..... 52% 29% 15% 0% 0% 4% 0% 100% 96%

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Sums of distributions may not equal 100 percent due to rounding.

MRKG-2381		Cooperative Education – Marketing/Marketing Management, General																
Year	Enrollment	Grade Assigned							Grade Distribution							Completion Rate	Success Rate *	Course GPA**
		A	B	C	D	P	F	W	A	B	C	D	P	F	W			
2019	2	2	0	0	0	0	0	0	100%	0%	0%	0%	0%	0%	0%	100%	100%	4.00
2020	2	1	0	0	0	0	0	1	50%	0%	0%	0%	0%	0%	50%	50%	50%	4.00
2021	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2022	1	1	0	0	0	0	0	0	100%	0%	0%	0%	0%	0%	0%	100%	100%	4.00
2023	3	2	1	0	0	0	0	0	67%	33%	0%	0%	0%	0%	0%	100%	100%	3.67
Averages.....									79%	8%	0%	0%	0%	0%	13%	88%	88%	

Note: The program's course list is based on the 2022-2023 academic catalog. The data source is Collin College's ZogoTech Data System on 6/19/2023.

*Success Rate is calculated by adding A, B, C, and P grades and dividing the total by total enrollment.

**Course GPA is calculated by multiplying the counts of A, B, C, and D by 4, 3, 2, and 1, respectively. The results are summed and divided by the aggregated count of A, B, C, D, and F.

Sums of distributions may not equal 100 percent due to rounding.