

Western Illinois University

Program Review 2021-22

PROGRAM: B.B. in Marketing

CIP 52.1401

Program Enrollment	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
By location										
Macomb On-Campus	169	169	164	123	104	94	93	75	43	57
Macomb Off-Campus	4	3	2	3	7	4	7	8	28	19
Quad Cities On-Campus	26	21	30	24	24	23	15	16	7	4
Quad Cities Off-Campus	2	7	5	9	9	3	8	7	25	12
TOTAL	201	200	201	159	144	124	123	106	103	92
By sex										
Male	134	126	120	98	88	74	78	54	47	42
Female	67	74	81	61	56	50	45	52	56	50
TOTAL	201	200	201	159	144	124	123	106	103	92
By race/ethnicity										
American Indian or Alaska Native	-	-	-	-	-	-	-	-	-	-
Asian	1	3	1	-	-	-	1	2	2	-
Black or African American	24	27	26	27	18	26	27	19	21	21
Hispanic	11	18	25	21	20	14	16	13	18	15
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	1	1
International	3	4	1	1	2	1	1	1	-	3
Two or more races	4	3	3	1	3	5	4	4	1	2
White	148	138	139	104	98	77	71	65	58	48
Unknown	10	7	6	5	3	1	3	2	2	2
TOTAL	201	200	201	159	144	124	123	106	103	92
By admission type (freshmen/transfer)										
Number entered as new freshmen	30	29	21	10	16	15	13	13	14	18
Number entered as new transfers	25	25	28	22	14	13	12	14	17	9
By second major (added FY19)										
	-	-	-	-	-	-	2	-	1	1
Program Degrees Conferred (Undergraduate)										
	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
By race/ethnicity										
American Indian or Alaska Native	-	-	-	-	-	-	-	-	-	-
Asian	1	-	1	-	-	-	-	-	1	-
Black or African American	1	4	1	2	8	2	1	4	4	3
Hispanic	-	1	-	6	4	5	7	2	1	2
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-
International	1	-	1	-	-	2	-	-	-	-
Two or more races	-	-	-	-	1	-	1	-	2	-
White	36	40	36	46	20	39	21	23	21	15
Unknown	1	-	2	1	1	3	-	-	-	1
TOTAL	40	45	41	55	34	51	30	29	29	21
New Student Information (entering freshmen in program)										
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2022
Average composite SAT score	-	-	-	-	-	-	-	-	1021.7	935.0
Average composite ACT score	20.9	20.5	20.3	21.2	21.4	20.6	18.7	22.8	16.5	19.5
Percent entering freshmen w/cumulative ACT > 23	14.8	17.9	9.5	20.0	31.3	14.3	-	33.3	-	25.0
Average high school class rank	48.5	52.5	51.7	40.9	50.7	61.8	54.0	63.4	64.7	52.1
Percent in top 25%	4.2	18.2	18.8	-	16.7	33.3	28.6	28.6	40.0	10.0
Average high school GPA	2.813	2.987	2.932	2.829	3.135	3.239	3.015	3.380	3.432	3.499

B.B. in Marketing 52.1401

Fall Enrollment										
University	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Eastern Illinois University	228	.	200	209	190	158	156	110	104	.
Illinois State University	645	.	720	780	831	824	801	810	778	.
Northeastern Illinois University	135	.	124	120	90	114	135	132	101	.
Northern Illinois University	416	.	340	416	421	427	396	383	407	.
SIU Carbondale	195	.	184	189	178	155	132	92	83	.
U of I at Chicago	296	.	384	402	416	513	571	507	503	.
U of I at Urbana/Champaign	198	.	221	221	230	249	240	227	248	.
Western Illinois University	201	200	201	159	144	124	123	106	103	92

Fiscal Year Degrees Conferred										
University	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Eastern Illinois University	67	76	53	57	53	58	49	48	39	24
Illinois State University	227	189	198	191	196	223	244	258	251	243
Northeastern Illinois University	24	24	34	33	32	45	41	38	44	34
Northern Illinois University	151	144	118	76	109	126	141	155	145	121
SIU Carbondale	94	76	67	54	57	56	57	58	42	26
U of I at Chicago	96	86	92	102	125	128	119	163	135	161
U of I at Urbana/Champaign	101	80	90	101	90	92	92	121	86	93
Western Illinois University	40	45	41	55	34	51	30	29	29	21

Fiscal Year Undergraduate Discipline Cost per Credit Hour*										
University	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Western Illinois University	196	193	188	176	194	182	189	194	207	.

Fiscal Year Undergraduate Credit Hours per Staff Year*										
University	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Western Illinois University	735	723	755	798	754	730	704	670	613	.

*Beginning in 2011, data reflects 52.0201 discipline (B.B. in Management).