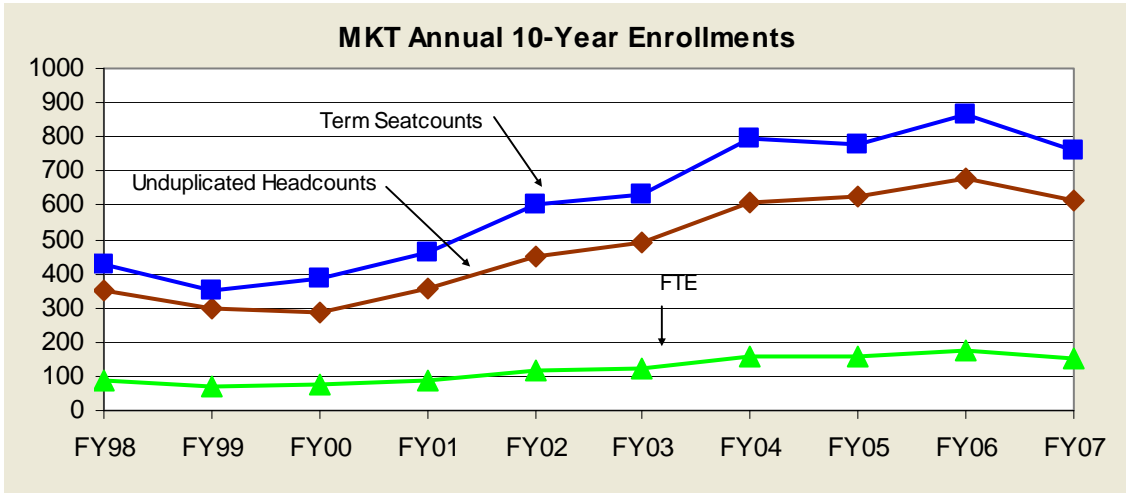


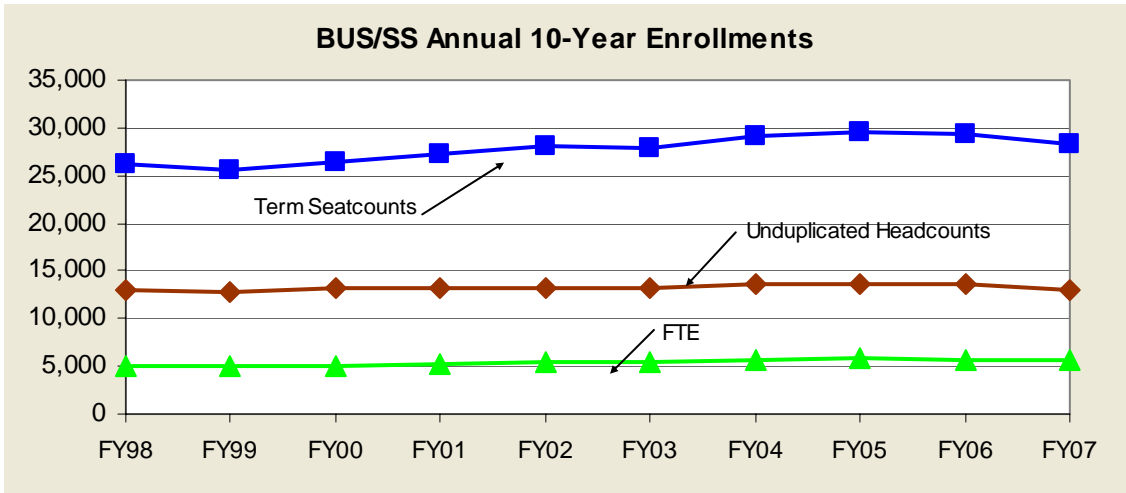
**Marketing 10-Year Student Counts
For
Program Review 2007-2008**

*Prepared by the Office of Research
Teaming to Serve Research Needs of the College
September 26, 2007*



MKT	FY98	FY99	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07
Unduplicated Heads	348	297	289	356	452	490	607	624	681	616
Term Seatcount	426	349	386	461	603	632	794	780	868	759
FTE	85.2	69.8	75.7	88.5	119.4	124.9	156.7	155.9	173.5	151.8

MKT	Enrollment Growth (% change)		
	1 year	5 year	10 year
Unduplicated Headcount	-9.5%	25.7%	77.0%
Term Seatcount	-12.6%	20.1%	78.2%
FTE	-12.5%	21.5%	78.2%



DIVISION TOTAL	FY98	FY99	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07
Unduplicated Heads	12,913	12,772	13,151	13,185	13,231	13,145	13,653	13,704	13,644	12,944
Term Seatcount	26,204	25,550	26,388	27,183	28,012	27,779	29,138	29,478	29,372	28,190
FTE	5021.1	4964.1	5123.7	5242.5	5469.9	5415.8	5663.7	5773.5	5746.6	5610.3

*Based on final end of semester counts obtained from the Registrar's Office.