

Program Scorecard 2022-23

Marketing 10-104-3

Student Demographics	2022-23		2021-22		2020-21	
	Number	Percent	Number	Percent	Number	Percent
Full-Time	23	47%	28	54%	33	59%
Part-Time	26	53%	15	29%	23	41%
Students with Disabilities	4	8%	4	9%	3	5%
Students of Color	6	12%	2	5%	4	7%
Financial Aid Recipients	23	47%	24	46%	31	48%
Male	23	47%	16	37%	26	46%
Female	26	53%	27	63%	30	54%
Mean Age	25		26		25	
Median Age	21		22		22	
Mode Age	19		20		20	
Bias per WTCS (NTO*)	None		None		None	
Total Program Students	49		43		56	
Total Pre-Program Students	9		9		8	

NOTE: Demographics include program students only, with the exception of financial aid

*NTO: non-traditional occupation

Student Interest	2022-23	2021-22	2020-21	2019-20	2018-19
New Accepted Students	28	23	35	33	39
Capacity	55	55	40	40	99
Percent Capacity	51%	42%	88%	83%	39%
FTEs	35	34	42	51	64
Fall/Spring Waitlist	0	0	0	0	0

Graduate Placement	2022-23*	2021-22	2020-21	2019-20	2018-19
Graduates	7	13	14	19	25
Employed in Related Field	NA	50%	100%	50%	63%
Seeking Employment	NA	33%	14%	8%	27%
Continuing Education	NA	40%	22%	13%	20%
Survey Response Rate	NA	42%	75%	83%	68%

*2022-23 graduate placement data is not available because graduates are surveyed 6 months to 1 year after graduation; 2022-23 data will be available spring 2024.

Wages & Openings	2021-22
CVTC Graduate Average Hourly Wage	\$17.57
CVTC Graduate Average Annual Wage	\$35,529
Regional Median Annual Wage	\$47,698
Regional Job Openings	364

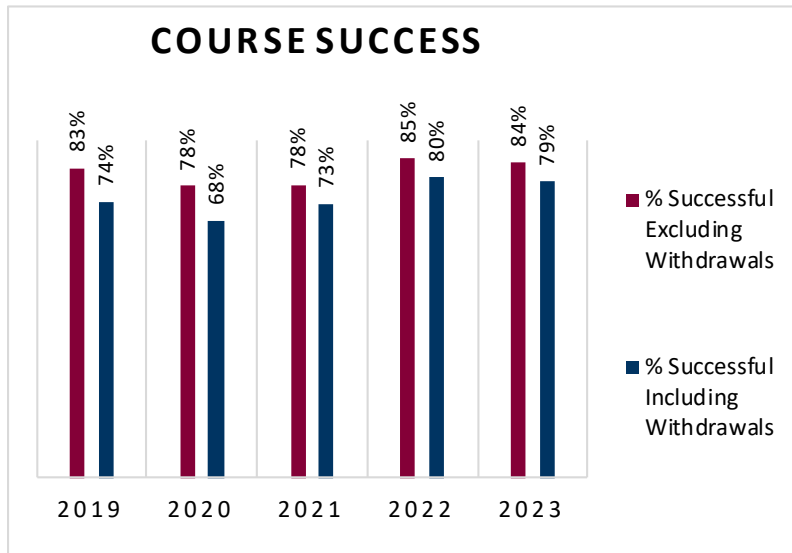
CVTC Key Performance Indicator Goals		
	Goal	Actual
Graduation within 3 years	55%	43%
Job Related Placement	90%	82%
Aidable FTEs	3,865	3,835

Graduation Rates	Cohort Year*					Program Target	WTCS
	2020-21	2019-20	2018-19	2017-18	2016-17		
Graduation within 3 Years	31%	32%	29%	28%	35%	36%	24%
Graduation within 4 Years	NA	32%	32%	30%	37%	38%	29%

*Cohort year is the year the student started in the program.

Retention Rates	Academic Year					Program Target
	Fall 2022 to Fall 2023	Fall 2021 to Fall 2022	Fall 2020 to Fall 2021	Fall 2019 to Fall 2020	Fall 2018 to Fall 2019	
Fall-to-Fall Retention	56%	57%	51%	41%	56%	55%
Core Courses	2022-23	2021-22	2020-21	2019-20	2018-19	
Course Success Rate	79%	81%	75%	72%	80%	81%
Withdraw Rate	8%	5%	3%	10%	8%	NA
General Education Courses	2022-23	2021-22	2020-21	2019-20	2018-19	
Course Success Rate	73%	66%	66%	54%	65%	67%
Withdraw Rate	8%	12%	18%	10%	14%	NA

Technical Skills Attainment	2022-23	2021-22	2020-21	2019-20	2018-19
Met	4	12	28	19	21
Not Met	0	3	3	3	0
Not Assessed	0	0	1	1	3



CVTC Course Success Goal: 80%

CAREER CLUSTER
Marketing, Sales, & Service

**Marketing (10-104-3)
2022-23 Course Success**

Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
Blended (less than 50% online)	3	1	1	5	75%	60%
Face-to-Face	24	5	1	30	83%	80%
MyChoice	81	9	9	99	90%	82%
Online	150	34	8	192	82%	78%
Grand Total	258	49	19	326	84%	79%

Course & Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
101-105 Accounting, Intro to	3	0	1	4	100%	75%
Online	3	0	1	4	100%	75%
101-111 Accounting I	2	0	0	2	100%	100%
Online	2	0	0	2	100%	100%
102-112 Principles of Management	10	4	1	15	71%	67%
Face-to-Face	10	2	0	12	83%	83%
Online	0	2	1	3	0%	0%
102-188 Project Management	4	0	0	4	100%	100%
Face-to-Face	1	0	0	1	100%	100%
Online	3	0	0	3	100%	100%
104-102 Marketing Principles	12	7	1	20	63%	60%
Face-to-Face	10	2	0	12	83%	83%
MyChoice	1	0	0	1	100%	100%
Online	1	5	1	7	17%	14%
104-105 Marketing Research	15	1	3	19	94%	79%
MyChoice	15	1	3	19	94%	79%
104-110 Customer Relationship Mgmt	16	4	1	21	80%	76%
MyChoice	16	4	1	21	80%	76%
104-112 Adobe Visual Design	12	1	1	14	92%	86%
MyChoice	7	0	0	7	100%	100%
Online	5	1	1	7	83%	71%

Marketing (10-104-3)
2022-23 Course Success

Course & Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
104-119 Digital Marketing Strategy	13	2	1	16	87%	81%
MyChoice	11	1	0	12	92%	92%
Online	2	1	1	4	67%	50%
104-125 Advertising	15	3	1	19	83%	79%
MyChoice	7	1	0	8	88%	88%
Online	8	2	1	11	80%	73%
104-140 Professional Sales	16	2	1	19	89%	84%
MyChoice	16	2	1	19	89%	84%
104-182 Personal Branding	4	0	0	4	100%	100%
MyChoice	4	0	0	4	100%	100%
104-183 Marketing Strategy	3	0	2	5	100%	60%
MyChoice	3	0	2	5	100%	60%
106-113 Customer Service Foundations	22	2	0	24	92%	92%
Online	22	2	0	24	92%	92%
106-114 Customer Communic Techniques	19	2	0	21	90%	90%
Online	19	2	0	21	90%	90%
106-115 Customer Care Strategies	19	3	0	22	86%	86%
Online	19	3	0	22	86%	86%
106-128 Found in Business Writing	17	4	2	23	81%	74%
Online	17	4	2	23	81%	74%
106-129 Traditional Business Writing	15	2	0	17	88%	88%
Online	15	2	0	17	88%	88%
106-130 Managerial Bus Writing	13	4	0	17	76%	76%
Online	13	4	0	17	76%	76%
699-105 Document Design	1	1	0	2	50%	50%
Online	1	1	0	2	50%	50%
801-136 English Composition 1	3	0	2	5	100%	60%
Face-to-Face	2	0	1	3	100%	67%
MyChoice	0	0	1	1		0%
Online	1	0	0	1	100%	100%
801-198 Speech	12	1	1	14	92%	86%

**Marketing (10-104-3)
2022-23 Course Success**

Course & Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
Blended (less than 50% online)	3	1	1	5	75%	60%
Online	9	0	0	9	100%	100%
804-134 Mathematical Reasoning	1	1	0	2	50%	50%
Online	1	1	0	2	50%	50%
804-189 Introductory Statistics	4	1	1	6	80%	67%
MyChoice	1	0	1	2	100%	50%
Online	3	1	0	4	75%	75%
809-195 Economics	3	2	0	5	60%	60%
Online	3	2	0	5	60%	60%
809-198 Intro to Psychology	4	2	0	6	67%	67%
Face-to-Face	1	1	0	2	50%	50%
Online	3	1	0	4	75%	75%
Grand Total	258	49	19	326	84%	79%