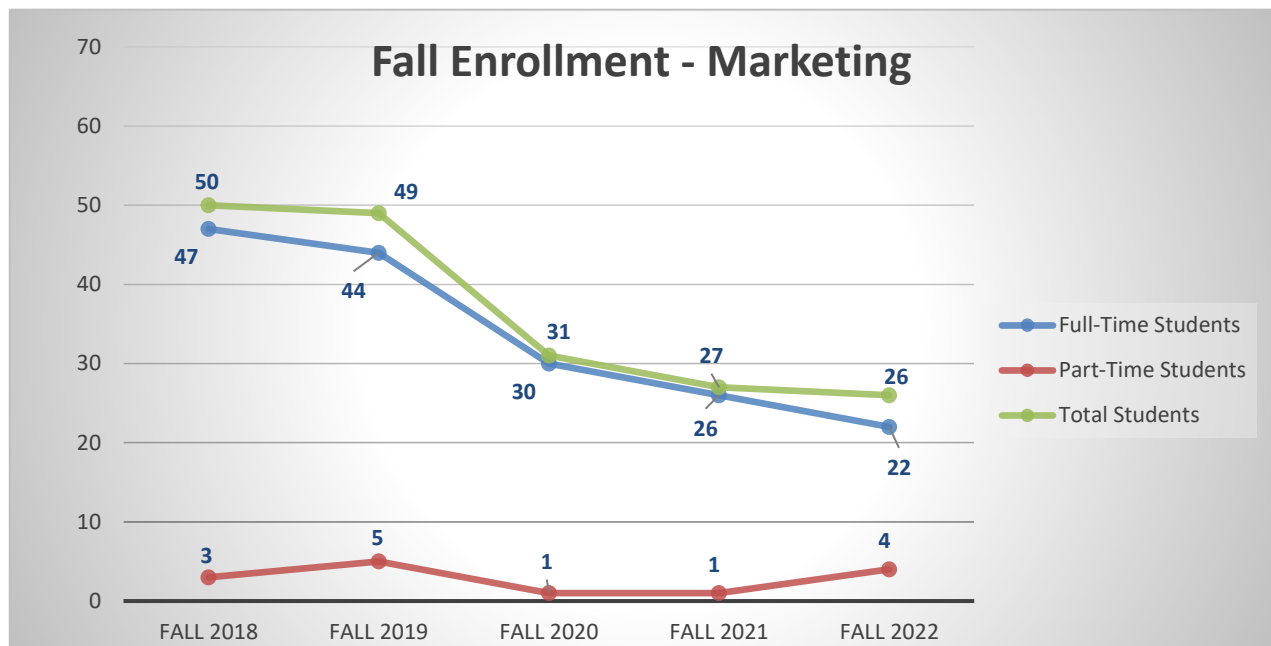


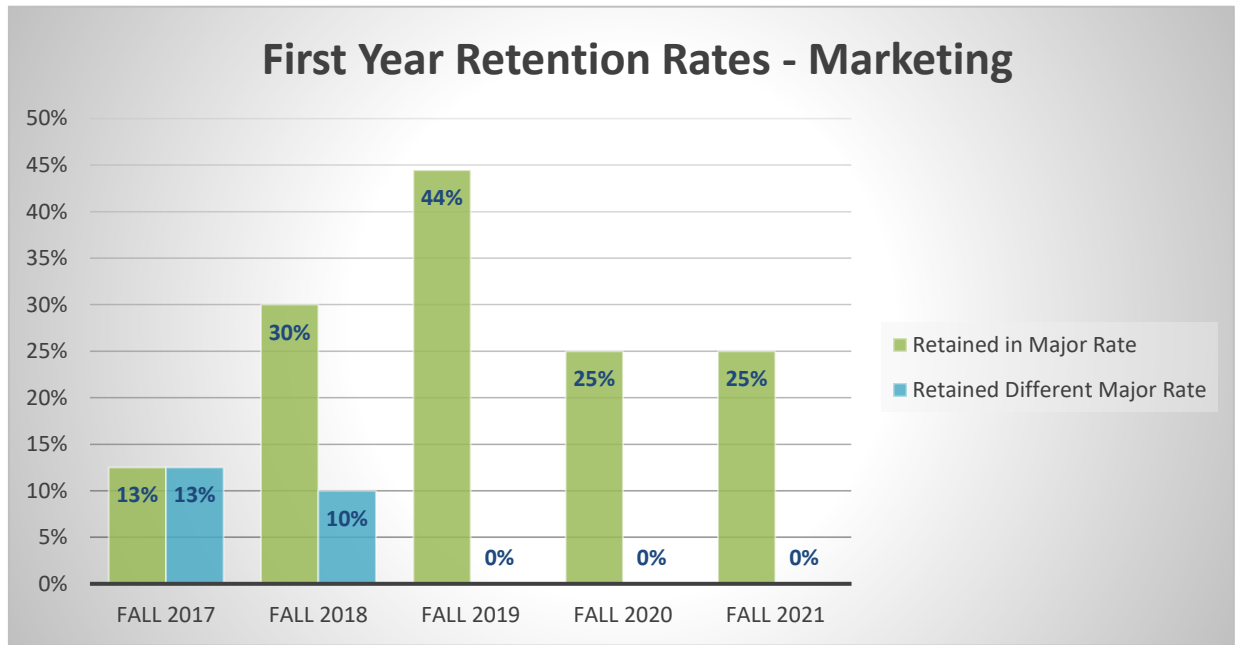
School of Business Fall Enrollment - Marketing

Semester	Full-Time Students	Part-Time Students	Total Students
Fall 2018	47	3	50
Fall 2019	44	5	49
Fall 2020	30	1	31
Fall 2021	26	1	27
Fall 2022	22	4	26



School of Business First Year Retention Rates - Marketing Fall Cohorts

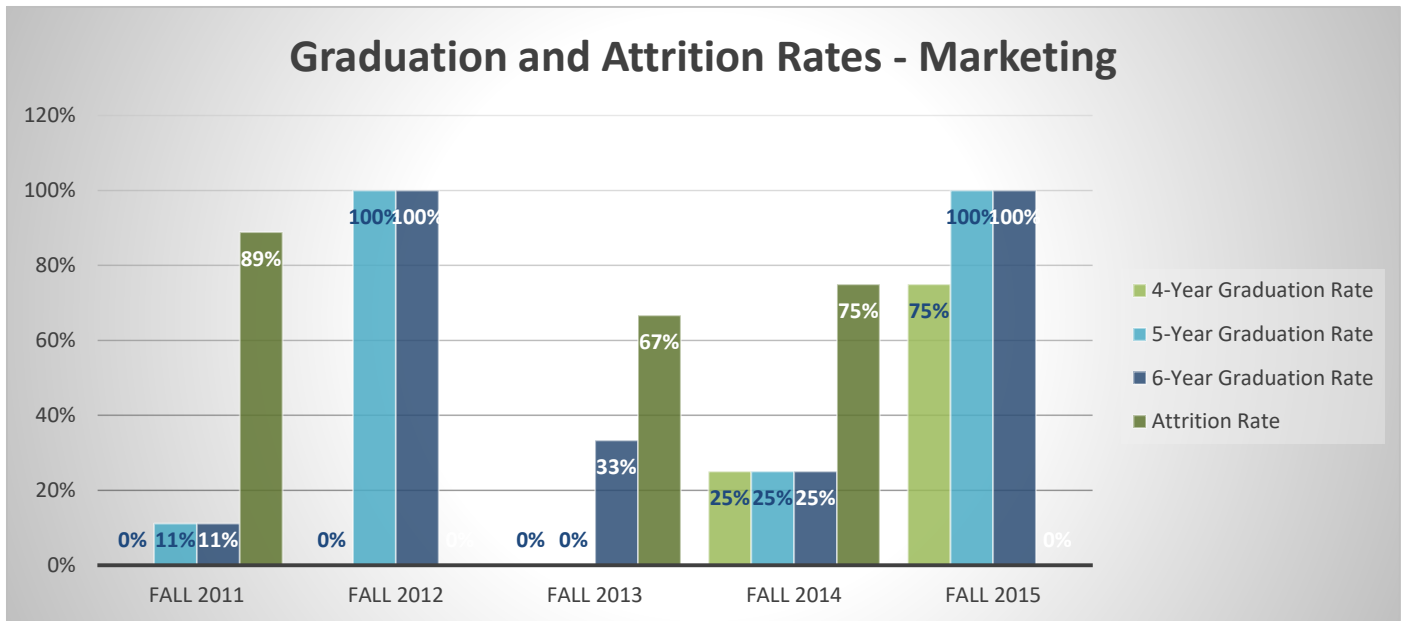
Cohort	Number in Cohort	Retained in Major	Retained in Major Rate	Retained Different Major	Different Major Rate
Fall 2017	8	1	13%	1	13%
Fall 2018	10	3	30%	1	10%
Fall 2019	9	4	44%	0	0%
Fall 2020	4	1	25%	0	0%
Fall 2021	4	1	25%	0	0%



School of Business Graduation and Attrition Rates - Marketing Fall Cohorts

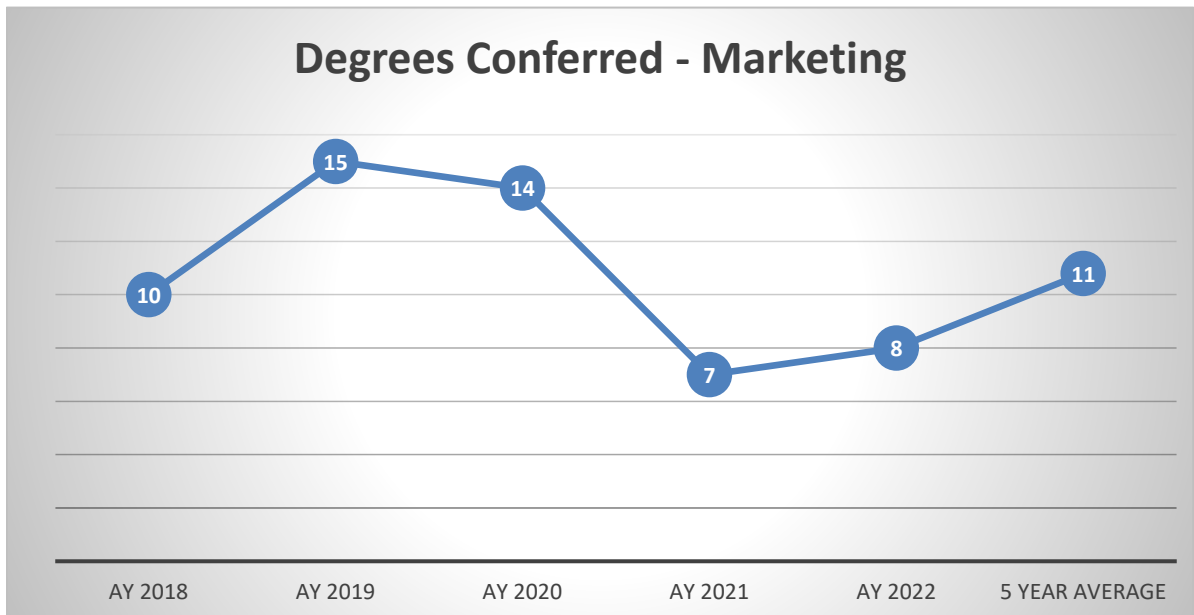
Cohort	Number in Cohort	Grad in 4 Years	Graduation Rate	Grad in 5 Years	Graduation Rate	Grad in 6 Years	Graduation Rate	Attrition Rate
Fall 2011	9	0	0%	1	11%	1	11%	89%
Fall 2012	1	0	0%	1	100%	1	100%	0%
Fall 2013	6	0	0%	0	0%	2	33%	67%
Fall 2014	8	2	25%	2	25%	2	25%	75%
Fall 2015	4	3	75%	4	100%	4	100%	0%

Note: graduation rates are cumulative



School of Business
Degrees Conferred - Marketing
Academic Year and Five Year Average

AY 2018	AY 2019	AY 2020	AY 2021	AY 2022	5 Year Average
10	15	14	7	8	11



School of Business Career Outcomes - Marketing

Academic Year	# of Graduates	# of Respondents	Employed Full-Time	Employed Part-Time	Enrolled in Grad School	Planning to Enroll in Grad School	Seeking Employment	Serving in U.S. Military
2016-2017	4	3	1	1			1	
2017-2018	10	8	7	1				
2018-2019	15	7	3		1	1	1	1
2019-2020	14*							
2020-2021	7	4	2	1	1			

Note: Career Outcomes data is collected via the Lincoln University Graduate Employment Outcomes Survey;

thus, the data is self-reported.

* Data not collected due to COVID 19

Students graduating from our Marketing program hold positions such as those listed below:

Management Trainee at Sherwin-Williams

Sales Coordinator at Double Tree Hilton

Sales Event Manager at Missouri Lottery

Territory Sales Manager at Altria

Self Employed Tattoo Artist

Communication Specialist at Lincoln University

Sales and Leasing Professional at Capital City Ford

Portfolio Administrator Coordinator at Cushman and Wakefield