	Program	Marketing				
	Degree awarded	PhD				
	Program Website	http://www.bauer.uh.edu/departments/marketing/				
	Measure	**Operational Definition**	**Departmental Response**			**Comments (if needed)**
			2008-2009	2009-2010	2010-2011	
1	Number of Degrees per Year	For each of the three most recent years, number of degrees awarded per academic year	3	0	2	
2	Graduation Rates	For each of the three most recent years, the percent of first-year doctoral students who graduated within ten years	NA	0.00%	50.00%	
3	Average Time to Degree	For each of the three most recent years, average of registered time to degree of first-year doctoral student within a ten-year period	4.2	NA	4.17	
4	Employment Profile (in field within one year of graduation)	For each of the three most recent years, the number and percent of graduates by year employed, those still seeking employment, and unknown		100% employed	100% employed	
5	Admissions Criteria	Description of admissions factors	http://www.bauer.uh.edu/doctoral/admissions/			
6	Percentage of Full-time Students	FTS/number of students enrolled (headcount) for the last three fall semesters	100.0%	93.8%	54.5%	
7	Average Institutional Financial Support Provided	For those receiving financial support, the average monetary institutional support provided per full-time graduate student for the prior year from assistantships, scholarships, stipends, grants, and fellowships	-	-	$39,392	

8	Percentage Full-Time Students with Institutional Support	In the prior year, the percentage of FTS with support/the number of FTS	-	-	100% academia			
9	Number of Core Faculty	Number of core faculty in the prior year	-	-	31			
10	Student to Core Faculty Ratio	For each of the three most recent years, average of full-time student equivalent (TSE)/average of full-time faculty equivalent (FTFE) of core faculty	0.9	0.9	1.4			
11	Core Faculty Publications	For each of the three most recent years, average of the number of discipline-related refereed papers or publications, books or book chapters, juried creative or performance accomplishment, and notices of discoveries filed or patents issued per core faculty member	3.30	4.08		Fundamental data provided by Academic Analytics		
12	Core Faculty External Grants	For each of the three most recent years, (1) average of the number of core faculty receiving external funds, (2) average external funds per faculty, and (3) total external funds per program per academic year	1) 0%; 2) $0; 3) $0	1) 0%; 2) $0; 3) $0	1) 0%; 2) $0; 3) $0			
13	Faculty Teaching Load	Total number of semester credit hours in organized teaching courses taught per academic year divided by number of core faculty in the prior year	-	-	11.52			
			White	Black	Hispanic	Other		
14	Faculty Diversity	Core Faculty by ethnicity (White, Black Hispanic, Other) and gender, updated when changed	Female = 5 Male = 18	Female = NA Male = NA	Female = * Male = *	Female = * Male = 12	*designates a number less than five	NA = none
15	Student Diversity	Enrollment headcount by ethnicity (White, Black, Hispanic, Other) and gender in program during the prior year	Female = * Male = *	Female = NA Male = NA	Female = NA Male = NA	Female = 6 Male = *	*designates a number less than five	NA = none

16	Date of Last External Review	Date of last formal external review, updated when changed	NA	NA	NA
17	External Program Accreditation	Name of body and date of last program accreditation review, if applicable, updated when changed	Fall, 2010 AACSB		
18	Student Publications & Presentations	For the three most recent years, the number of discipline related papers & publications, juried creative or performance accomplishments, book chapters, books, and external presentations per year with student FTE		1.5	1.2