

Marketing Department Data Booklet

Spring Term 2008
Quality Enhancement
Review

prepared by the Office of Institutional Research
Budget & Analysis Department



Marketing & Multinational Business
SPRING TERM 2008

Most recent available statistics

| | | Report Page No(s) |
|--|---------------------|----------------------|
| Degrees Offered | 4 | 1-2 |
| Faculty | 17 | 3 |
| Majors (Fall 2007 Headcount) | | |
| Undergraduate | 607 | 4-8 |
| Graduate | - | 4-8 |
| Doctorate | 13 | 4-8 |
| Total | 620 | 4-8 |
| 2006-2007 Degrees Awarded | 330 | 9-11 |
| Average Class Size (Fall 2006) | | |
| Undergraduate | | |
| Lower - classroom | 0 | 12 |
| Upper - classroom | 55.8 | 12 |
| Graduate - classroom | 25.6 | 12 |
| Credit Hours - Annual (2006-2007) | | |
| Fundable | 20,107 | 13 |
| Non-fundable | 646 | 14 |
| Total | 20,753 | 15 |
| University (fundable) | 1,064,517 | SDCF* |
| 2006-2007 Department Fundable Hours As Percent of University Fundable Hours | 1.9% | calculated |
| Student FTE's- Annual (state fundable 2006-2007) | 515.2 | 13 |
| Credit Hours Percentages by Instructor Type (Fall 2006) | | 16 |
| Faculty | 100.0% | calculated |
| Faculty Overload | 0.0% | calculated |
| Adjuncts | 0.0% | calculated |
| Graduate Assistants | 0.0% | calculated |
| A&P/USPS | 0.0% | calculated |
| Phased Retirement | 0.0% | calculated |
| Others | 0.0% | calculated |
| Average Total Credit Hours Taught per Faculty FTE (All Hours, 2006-2007) | | |
| Fall Term | 277.7 | 16 |
| Spring Term | 380.9 | 16 |
| Academic Year | 658.6 | calculated |
| Annual Student FTE's Taught by all Faculty (Fall & Spring total hrs converted to annual FTE's, 2006-2007) | | 20 |
| Undergraduate (academic year hours/40) | 248.8 | calculated |
| Graduate (academic year hours/32) | 43.4 | calculated |
| Total | 292.2 | calculated |
| Delaware Study+, Hours Taught per Faculty (instructional faculty only, Fall 2005, national research univ.) | 242 | 23 |
| FSU Hours taught per Faculty (instructional faculty only, Fall 2005) | 234 | 23 |
| Doctoral Students/Faculty Ratio (source: Research-Doctorate Programs in the United States- 1993 Study, N.R.C.) | | |
| National Average | Not reported by NRC | NRC* |
| FSU Average | Not reported by NRC | NRC* |
| Annual E&G Expenditures (2006-2007) | \$ 2,299,463 | 27 |
| Annual Student FTE's (state fundable 2006-2007) | 515.2 | 13 |
| Annual E&G Expenditures per Annual Student FTE (2006-2007) | \$ 4,463 | calculated |
| Annual C&G expenditures (2005-2006) | \$ 921 | 28 |
| Annual C&G expenditures per Faculty (2005-06) [Using 16.00 Filled Faculty from IR Faculty Salaries Report] | \$ 58 | calculated |

*Note: most statistics are based on the Marketing account 120xxx. Related accounts may not be included in expenditures and in faculty courses and hours taught. *SDCF=Student Data Course File, NRC=National Research Council
+ Please contact Donna Smith in FSU IR (644-4203) if you would like additional information about UDE Study.*

Marketing & Multinational Business

Spring Term 2008

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**COLLEGE OF BUSINESS
MARKETING
DEGREE PROGRAMS**

| Major Name | Major Code | CIP Code | Degree Offered |
|-------------------|-------------------|-----------------|-----------------------|
| Marketing | 216710 | 521401 | Bachelors |
| Marketing | 216710 | 521401 | Masters |
| Major Name | Major Code | CIP Code | Degree Offered |
| Marketing | 211315 | 520101 | Doctorate |

Source: Degree Program Inventory, FSU and SUS

**COLLEGE OF BUSINESS
MULTINATIONAL BUSINESS OPERATIONS
DEGREE PROGRAMS**

| Major Name | Major Code | CIP Code | Degree Offered |
|-----------------------------------|-------------------|-----------------|-----------------------|
| Multinational Business Operations | 219510 | 521101 | Bachelors |

Source: Degree Program Inventory, FSU and SUS

Marketing

Demographics of Faculty, 2007

| NAME | FIRST | HIDEG | DEGREE UNIVERSITY | APPT STATUS | CLASS | ADMIN CODE | TITLE | MO | TENURE | FSU HIRE | GENDER | RACE |
|-----------|-----------|-------|--------------------------------------|-------------|-------|------------|------------------------------|----|--------|----------|--------|------|
| BRADY | MICHAEL | DOCT | Florida State University | B | 9002 | 99 | Associate Professor | 9 | 1 | 8/1/2003 | M | W |
| BRUSCO | MICHAEL | DOCT | Florida State University | B | 9001 | 99 | Professor | 9 | 1 | 8/1/1995 | M | W |
| CRONIN | JEROME | DOCT | Ohio State University | B | 9001 | 99 | Professor | 9 | 1 | 8/1/86 | M | W |
| DOWNS | PHILLIP | DOCT | University of North Carolina | B | 9001 | 99 | Professor | 9 | 1 | 9/1/78 | M | W |
| FLYNN | ELIZABETH | DOCT | University of Alabama | B | 9001 | 99 | Professor | 9 | 1 | 8/1/90 | F | W |
| GIUNIPERO | LARRY | DOCT | Michigan State University | B | 9001 | 99 | Professor | 9 | 1 | 9/1/80 | M | W |
| GOLDSMITH | RONALD | DOCT | University of Alabama | B | 9001 | 99 | Professor | 9 | 1 | 8/1/81 | M | W |
| HARTLINE | MICHAEL | DOCT | University of Memphis | B | 9002 | C1 | Associate Professor | 9 | 1 | 8/1/2001 | M | W |
| HOFACKER | CHARLES | DOCT | University of California Los Angeles | B | 9001 | 99 | Professor | 9 | 1 | 8/1/85 | M | W |
| KIM | DAEKWAN | DOCT | Michigan State University | B | 9003 | 99 | Assistant Professor | 9 | 2 | 8/1/2003 | M | A |
| KING | TRACEY | DOCT | Georgia Institute of Technology | C | 9003 | 99 | Visiting Assistant Professor | 9 | 3 | 8/1/2007 | F | W |
| KNIGHT | GARY | DOCT | Michigan State University | B | 9002 | 99 | Associate Professor | 9 | 1 | 8/7/97 | M | W |
| LARSEN | JOHN | DOCT | University of Texas | B | 9120 | 99 | Associate in Marketing | 9 | 3 | 8/1/2004 | M | W |
| LEE | PUI WAN | DOCT | Washington State University | B | 9003 | 99 | Assistant Professor | 9 | 2 | 8/1/2006 | F | A |
| PALLETINO | PAT | BS | Pratt Institute | B | 9121 | 99 | Assistant in Marketing | 9 | 3 | 8/1/2003 | M | W |
| SHOWALTER | MICHAEL | DOCT | Ohio State University | B | 9001 | 99 | Professor | 9 | 1 | 8/1/1981 | M | W |
| SMITH | JEFF | DOCT | University of South Carolina | B | 9003 | 99 | Assistant Professor | 9 | 2 | 8/1/2006 | M | W |

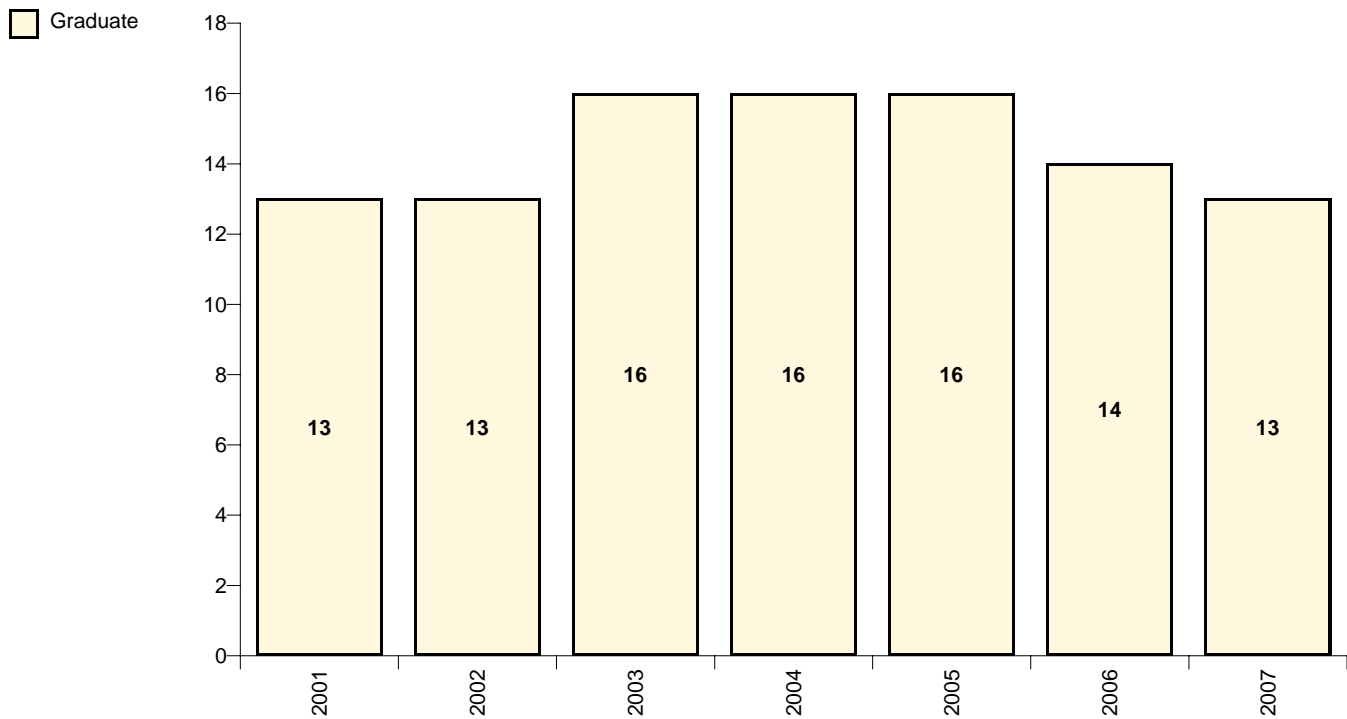
College of Business

Marketing

Enrollment by Fall Semester

Marketing

211315



| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Graduate - Doctorate | 13 | 13 | 16 | 16 | 16 | 14 | 13 |
| Total | 13 | 13 | 16 | 16 | 16 | 14 | 13 |

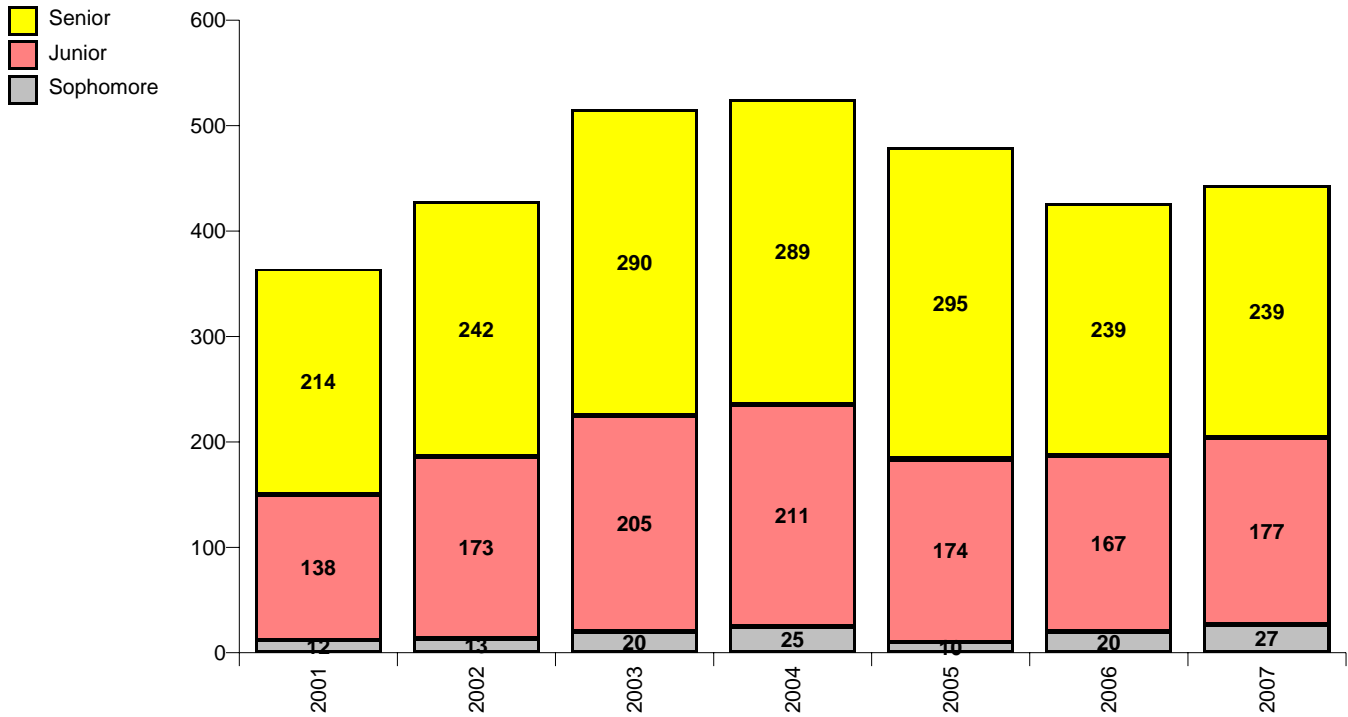
Source: Fall Preliminary Student Data Course Files

College of Business

Marketing

Enrollment by Fall Semester

216710



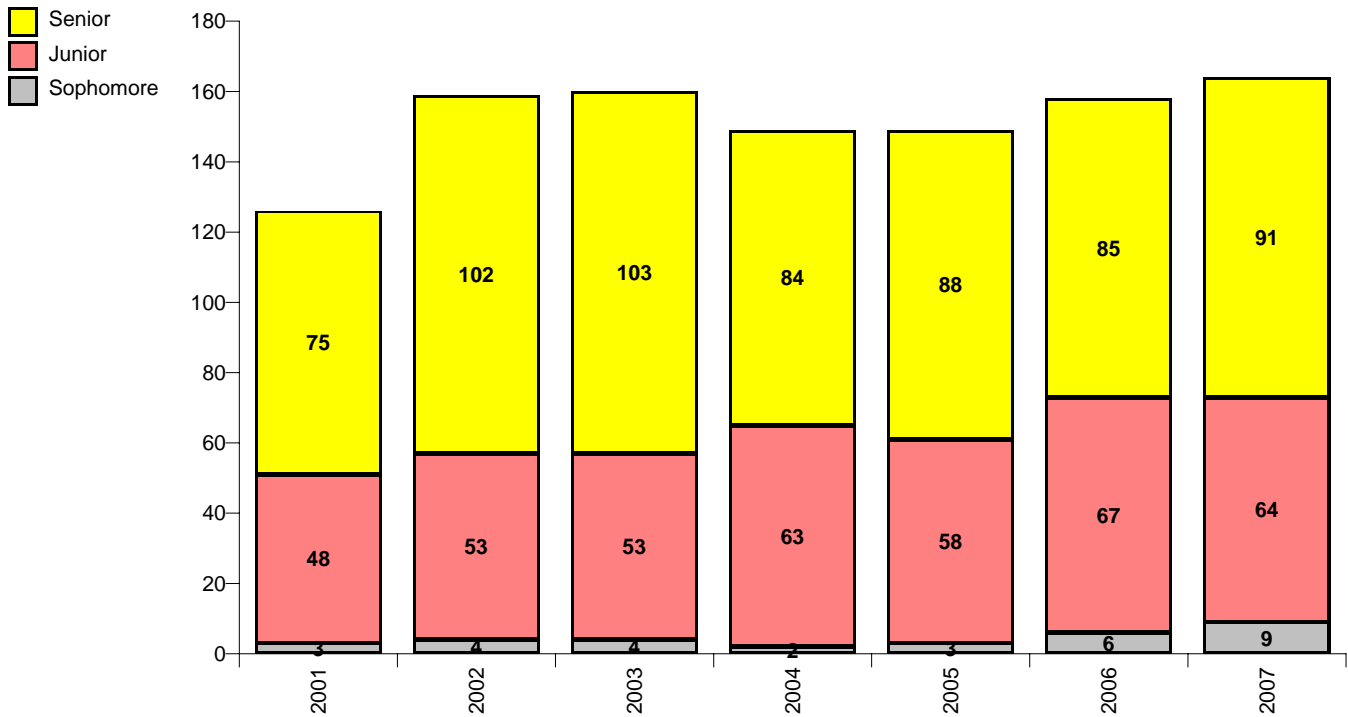
| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|--------------|------------|------------|------------|------------|------------|------------|------------|
| Sophomore | 12 | 13 | 20 | 25 | 10 | 20 | 27 |
| Junior | 138 | 173 | 205 | 211 | 174 | 167 | 177 |
| Senior | 214 | 242 | 290 | 289 | 295 | 239 | 239 |
| Total | 364 | 428 | 515 | 525 | 479 | 426 | 443 |

Source: Fall Preliminary Student Data Course Files

College of Business
Multinational Business Operations
Enrollment by Fall Semester

Multinational Business Operations

219510



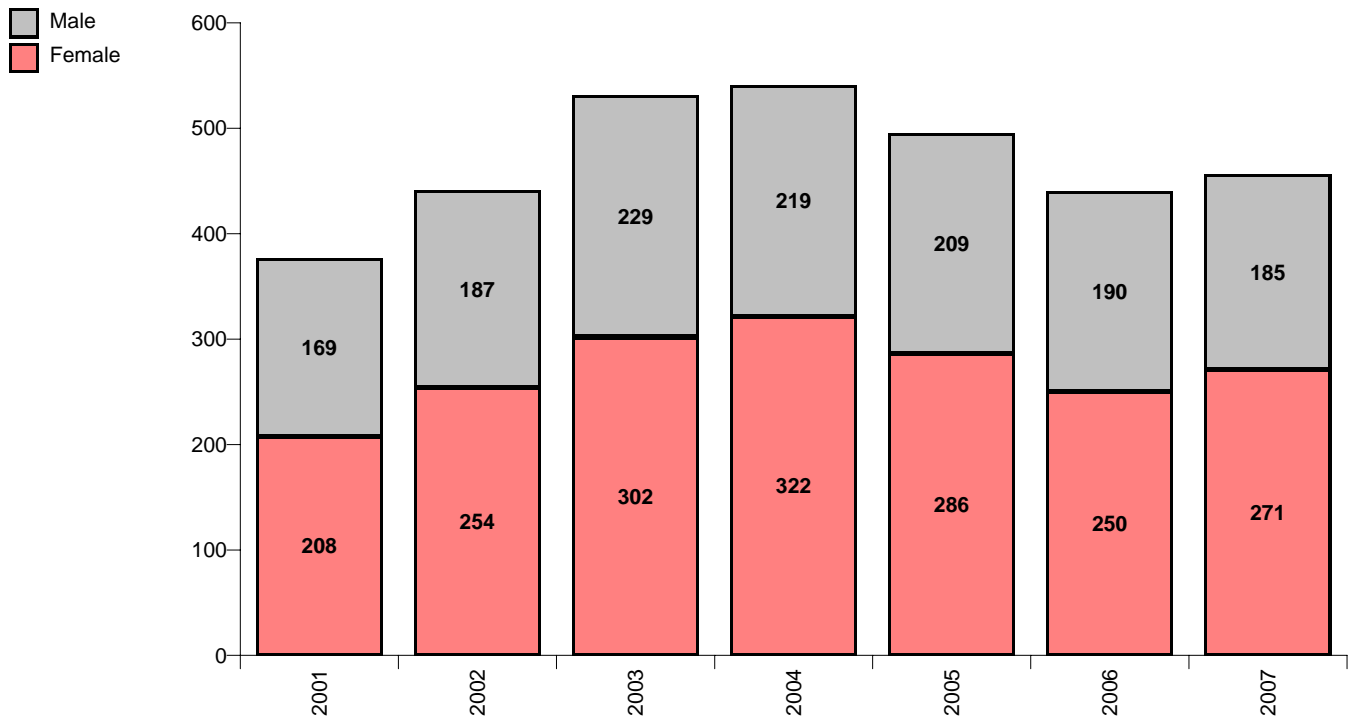
| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Sophomore | 3 | 4 | 4 | 2 | 3 | 6 | 9 |
| Junior | 48 | 53 | 53 | 63 | 58 | 67 | 64 |
| Senior | 75 | 102 | 103 | 84 | 88 | 85 | 91 |
| Total | 126 | 159 | 160 | 149 | 149 | 158 | 164 |

Source: Fall Preliminary Student Data Course Files

College of Business

Marketing

Enrollment by Fall Semester

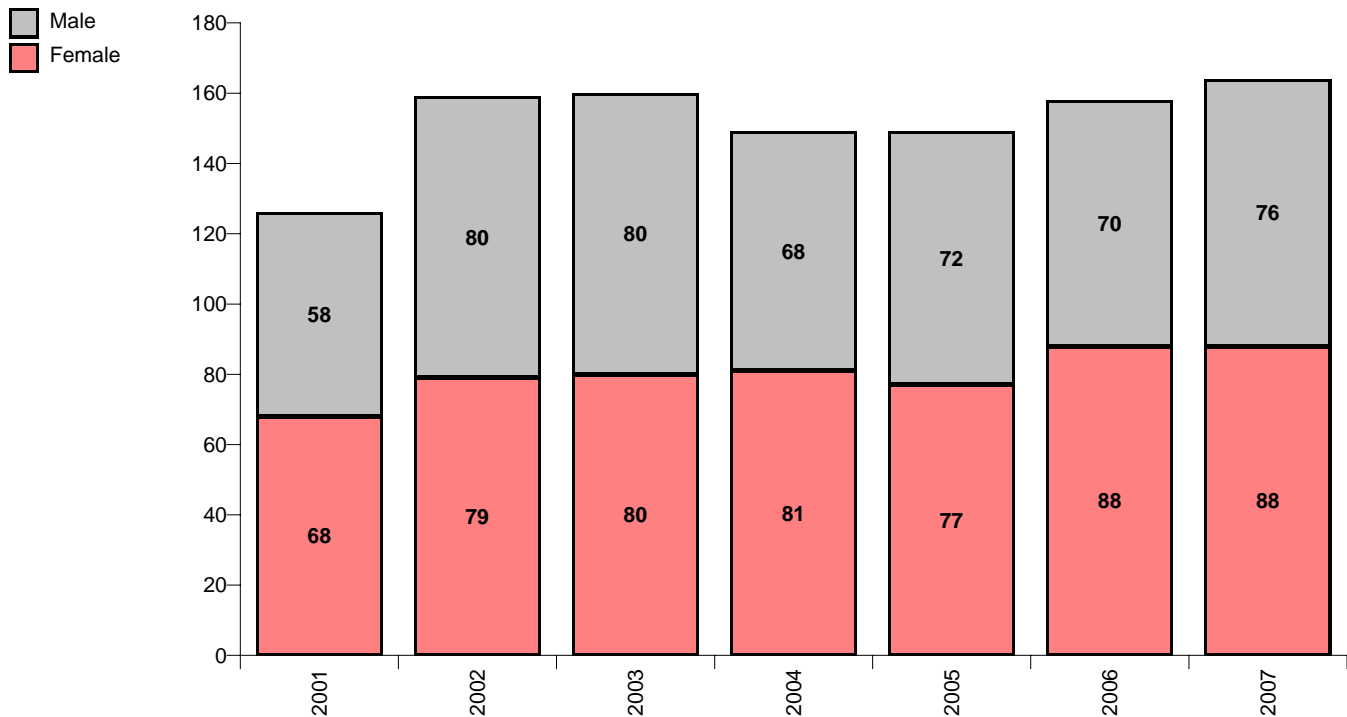


| | | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|-------------------------|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Female | American Indian or Native Alaskan | | | | | | 2 | 4 |
| | Asian or Pacific Islander | 6 | 12 | 11 | 9 | 11 | 8 | 6 |
| | Black | 21 | 30 | 39 | 40 | 35 | 27 | 24 |
| | Hispanic | 15 | 19 | 31 | 34 | 32 | 32 | 23 |
| | Non-Resident Alien | 8 | 8 | 10 | 4 | 3 | 1 | |
| | White | 158 | 185 | 210 | 233 | 202 | 177 | 212 |
| | Not Reported | | | 1 | 2 | 3 | 3 | 2 |
| | Total | | 208 | 254 | 302 | 322 | 286 | 250 |
| Male | American Indian or Native Alaskan | | 1 | 1 | | | | 1 |
| | Asian or Pacific Islander | 4 | 6 | 6 | 6 | 7 | 8 | 5 |
| | Black | 8 | 11 | 16 | 16 | 19 | 18 | 11 |
| | Hispanic | 13 | 13 | 24 | 25 | 24 | 25 | 22 |
| | Non-Resident Alien | 2 | 3 | 4 | 2 | | 2 | 6 |
| | White | 142 | 152 | 177 | 168 | 156 | 137 | 138 |
| | Not Reported | | 1 | 1 | 2 | 3 | | 2 |
| | Total | | 169 | 187 | 229 | 219 | 209 | 190 |
| Department Total | | 377 | 441 | 531 | 541 | 495 | 440 | 456 |

Note: Department totals include students in doctorate program.

Source: Fall Preliminary Student Data Course Files

College of Business
Multinational Business Operations
Enrollment by Fall Semester



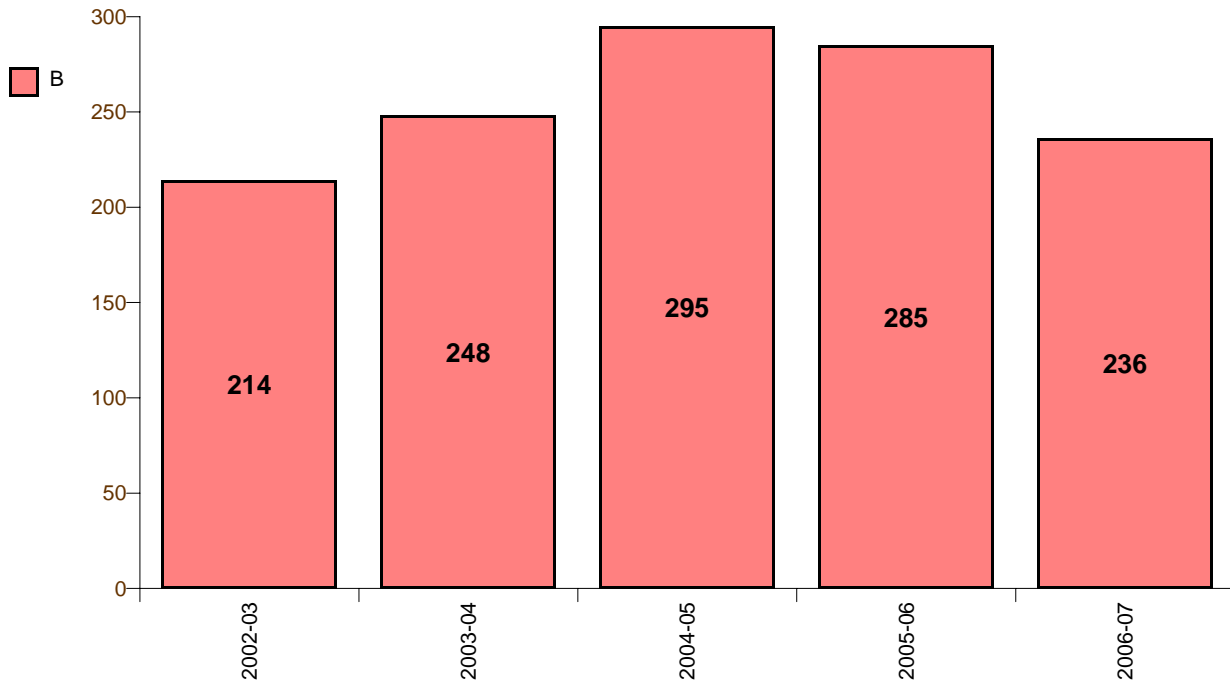
| | | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|-------------------------|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Female | American Indian or Native Alaskan | 1 | 1 | 1 | | 1 | 1 | |
| | Asian or Pacific Islander | 5 | 4 | 1 | 4 | 3 | 5 | 4 |
| | Black | 9 | 11 | 11 | 11 | 11 | 10 | 12 |
| | Hispanic | 10 | 13 | 19 | 25 | 17 | 17 | 16 |
| | Non-Resident Alien | 4 | 3 | 3 | 4 | 4 | 3 | 1 |
| | White | 38 | 46 | 44 | 36 | 39 | 51 | 54 |
| | Not Reported | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| | Female Total | | 68 | 79 | 80 | 81 | 77 | 88 |
| Male | American Indian or Native Alaskan | | | 1 | | | | |
| | Asian or Pacific Islander | 1 | 4 | 4 | 3 | 4 | 4 | 4 |
| | Black | 3 | 2 | | 4 | 3 | 4 | 3 |
| | Hispanic | 12 | 12 | 11 | 20 | 16 | 19 | 23 |
| | Non-Resident Alien | 3 | 5 | 6 | 2 | 5 | 3 | 2 |
| | White | 39 | 56 | 54 | 37 | 44 | 40 | 44 |
| | Not Reported | | 1 | 4 | 2 | | | |
| Male Total | | 58 | 80 | 80 | 68 | 72 | 70 | 76 |
| Department Total | | 126 | 159 | 160 | 149 | 149 | 158 | 164 |

Note: Department totals include students in doctorate program.

Source: Fall Preliminary Student Data Course Files

**COLLEGE OF BUSINESS
MARKETING
DEGREES AWARDED BY SEMESTER**

CIP Code: 521401

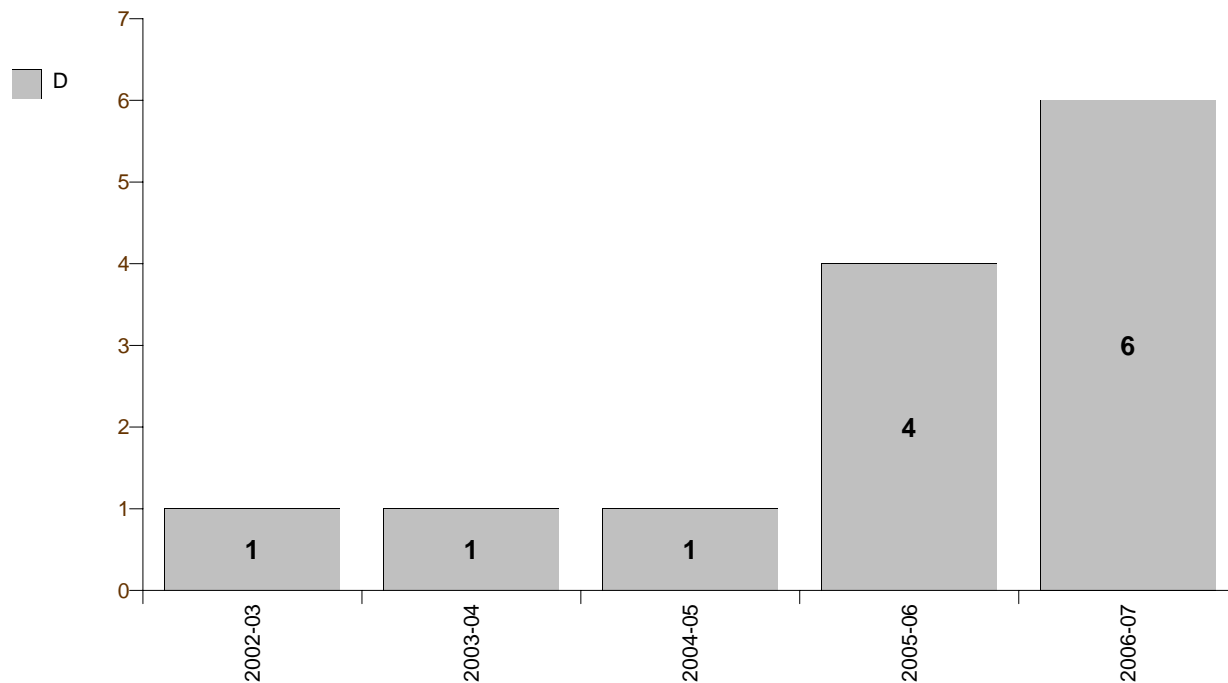


| | | Bachelors | Total |
|----------------|-------------------|------------------|--------------|
| 2002-03 | <i>Summer '02</i> | 61 | 61 |
| | <i>Fall '02</i> | 50 | 50 |
| | <i>Spring '03</i> | 103 | 103 |
| 2002-03 | Total | 214 | 214 |
| 2003-04 | <i>Summer '03</i> | 54 | 54 |
| | <i>Fall '03</i> | 68 | 68 |
| | <i>Spring '04</i> | 126 | 126 |
| 2003-04 | Total | 248 | 248 |
| 2004-05 | <i>Summer '04</i> | 92 | 92 |
| | <i>Fall '04</i> | 66 | 66 |
| | <i>Spring '05</i> | 137 | 137 |
| 2004-05 | Total | 295 | 295 |
| 2005-06 | <i>Summer '05</i> | 72 | 72 |
| | <i>Fall '05</i> | 63 | 63 |
| | <i>Spring '06</i> | 150 | 150 |
| 2005-06 | Total | 285 | 285 |
| 2006-07 | <i>Summer '06</i> | 79 | 79 |
| | <i>Fall '06</i> | 45 | 45 |
| | <i>Spring '07</i> | 112 | 112 |
| 2006-07 | Total | 236 | 236 |

Source: Final Student Data Course Files (SDCF)

**COLLEGE OF BUSINESS
MARKETING
DEGREES AWARDED BY SEMESTER**

CIP Code: 520101

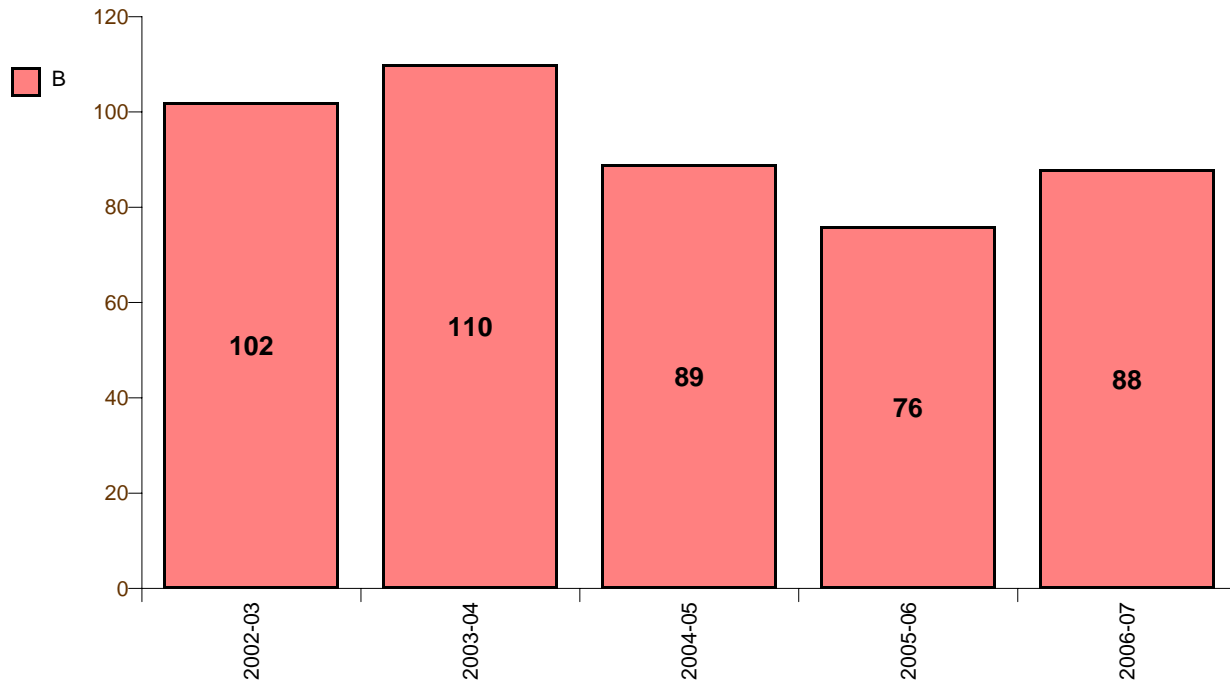


| | | Doctorate | Total |
|----------------|-------------------|------------------|--------------|
| 2002-03 | <i>Fall '02</i> | 1 | 1 |
| 2002-03 | Total | 1 | 1 |
| 2003-04 | <i>Summer '03</i> | 1 | 1 |
| 2003-04 | Total | 1 | 1 |
| 2004-05 | <i>Summer '04</i> | 1 | 1 |
| 2004-05 | Total | 1 | 1 |
| 2005-06 | <i>Summer '05</i> | 3 | 3 |
| | <i>Fall '05</i> | 1 | 1 |
| 2005-06 | Total | 4 | 4 |
| 2006-07 | <i>Summer '06</i> | 4 | 4 |
| | <i>Fall '06</i> | 1 | 1 |
| | <i>Spring '07</i> | 1 | 1 |
| 2006-07 | Total | 6 | 6 |

Source: Final Student Data Course Files (SDCF)

**COLLEGE OF BUSINESS
MULTINATIONAL BUSINESS OPERATIONS
DEGREES AWARDED BY SEMESTER**

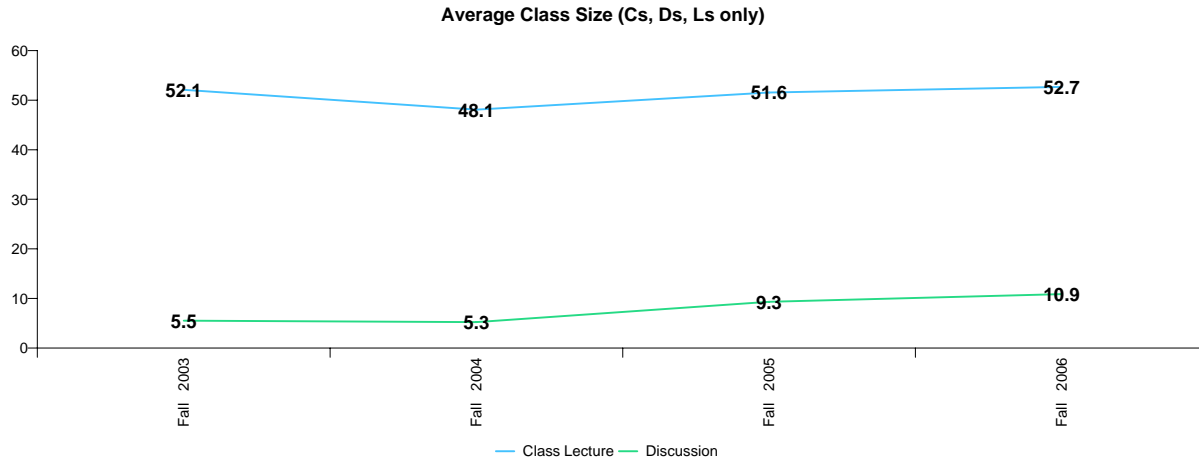
CIP Code: 521101



| | | Bachelors | Total |
|----------------|-------------------|------------------|--------------|
| 2002-03 | <i>Summer '02</i> | 33 | 33 |
| | <i>Fall '02</i> | 28 | 28 |
| | <i>Spring '03</i> | 41 | 41 |
| 2002-03 | Total | 102 | 102 |
| 2003-04 | <i>Summer '03</i> | 23 | 23 |
| | <i>Fall '03</i> | 35 | 35 |
| | <i>Spring '04</i> | 52 | 52 |
| 2003-04 | Total | 110 | 110 |
| 2004-05 | <i>Summer '04</i> | 25 | 25 |
| | <i>Fall '04</i> | 18 | 18 |
| | <i>Spring '05</i> | 46 | 46 |
| 2004-05 | Total | 89 | 89 |
| 2005-06 | <i>Summer '05</i> | 22 | 22 |
| | <i>Fall '05</i> | 14 | 14 |
| | <i>Spring '06</i> | 40 | 40 |
| 2005-06 | Total | 76 | 76 |
| 2006-07 | <i>Summer '06</i> | 25 | 25 |
| | <i>Fall '06</i> | 26 | 26 |
| | <i>Spring '07</i> | 37 | 37 |
| 2006-07 | Total | 88 | 88 |

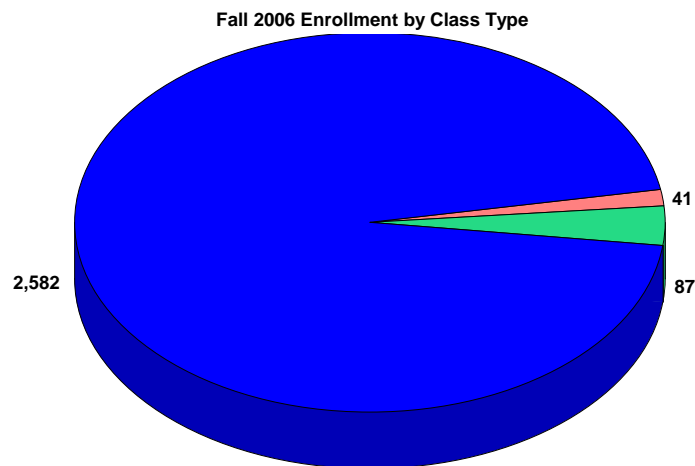
Source: Final Student Data Course Files (SDCF)

**COLLEGE OF BUSINESS
MARKETING
AVERAGE CLASS SIZE**



| | | Class Lecture | | | Discussion | | |
|-----------|--------------|---------------|--------------------|-------------|------------|--------------------|-------------|
| | | Enrollment | Number of Sections | Class Size | Enrollment | Number of Sections | Class Size |
| Fall 2003 | Upper | 2,732 | 50 | 54.6 | 3 | 1 | 3.0 |
| | Graduate | 133 | 5 | 26.6 | 19 | 3 | 6.3 |
| | Total | 2,865 | 55 | 52.1 | 22 | 4 | 5.5 |
| Fall 2004 | Upper | 2,520 | 49 | 51.4 | 11 | 1 | 11.0 |
| | Graduate | 125 | 6 | 20.8 | 10 | 3 | 3.3 |
| | Total | 2,645 | 55 | 48.1 | 21 | 4 | 5.3 |
| Fall 2005 | Upper | 2,612 | 46 | 56.8 | 10 | 1 | 10.0 |
| | Graduate | 172 | 8 | 21.5 | 74 | 8 | 9.3 |
| | Total | 2,784 | 54 | 51.6 | 84 | 9 | 9.3 |
| Fall 2006 | Upper | 2,454 | 44 | 55.8 | 7 | 1 | 7.0 |
| | Graduate | 128 | 5 | 25.6 | 80 | 7 | 11.4 |
| | Total | 2,582 | 49 | 52.7 | 87 | 8 | 10.9 |

■ Class Lecture
■ Discussion
■ All Others



**College of Business
Marketing
Fundable Student Credit Hours and FTE**

SCH Produced

Summer

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 3,707 | 3,034 | 3,174 | 2,881 |
| Grad I | 327 | 447 | 533 | 573 |
| Grad II | 72 | 99 | 122 | 91 |
| Total | 4,106 | 3,580 | 3,829 | 3,545 |

Fall

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 8,162 | 7,541 | 7,807 | 7,311 |
| Grad I | 385 | 372 | 379 | 582 |
| Grad II | 146 | 127 | 145 | 144 |
| Total | 8,693 | 8,040 | 8,331 | 8,037 |

Spring

| Level | 2004 | 2005 | 2006 | 2007 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 8,589 | 8,817 | 8,231 | 7,913 |
| Grad I | 315 | 411 | 388 | 492 |
| Grad II | 119 | 134 | 128 | 120 |
| Total | 9,023 | 9,362 | 8,747 | 8,525 |

Fall & Spring

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|---------------|---------------|---------------|---------------|
| Upper | 16,751 | 16,358 | 16,038 | 15,224 |
| Grad I | 700 | 783 | 767 | 1,074 |
| Grad II | 265 | 261 | 273 | 264 |
| Total | 17,716 | 17,402 | 17,078 | 16,562 |

Annual

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|---------------|---------------|---------------|---------------|
| Upper | 20,458 | 19,392 | 19,212 | 18,105 |
| Grad I | 1,027 | 1,230 | 1,300 | 1,647 |
| Grad II | 337 | 360 | 395 | 355 |
| Total | 21,822 | 20,982 | 20,907 | 20,107 |

Annual FTE Contribution

Summer

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|--------------|-------------|-------------|-------------|
| Upper | 92.7 | 75.9 | 79.4 | 72.0 |
| Grad I | 10.2 | 14.0 | 16.7 | 17.9 |
| Grad II | 2.3 | 3.1 | 3.8 | 2.8 |
| Total | 105.1 | 92.9 | 99.8 | 92.8 |

Fall

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 204.1 | 188.5 | 195.2 | 182.8 |
| Grad I | 12.0 | 11.6 | 11.8 | 18.2 |
| Grad II | 4.6 | 4.0 | 4.5 | 4.5 |
| Total | 220.6 | 204.1 | 211.6 | 205.5 |

Spring

| Level | 2004 | 2005 | 2006 | 2007 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 214.7 | 220.4 | 205.8 | 197.8 |
| Grad I | 9.8 | 12.8 | 12.1 | 15.4 |
| Grad II | 3.7 | 4.2 | 4.0 | 3.8 |
| Total | 228.3 | 237.5 | 221.9 | 217.0 |

Fall & Spring

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 418.8 | 409.0 | 401.0 | 380.6 |
| Grad I | 21.9 | 24.5 | 24.0 | 33.6 |
| Grad II | 8.3 | 8.2 | 8.5 | 8.3 |
| Total | 448.9 | 441.6 | 433.5 | 422.4 |

Annual

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 511.5 | 484.8 | 480.3 | 452.6 |
| Grad I | 32.1 | 38.4 | 40.6 | 51.5 |
| Grad II | 10.5 | 11.3 | 12.3 | 11.1 |
| Total | 554.1 | 534.5 | 533.3 | 515.2 |

Source: Final Student Data Course Files

Note: Lower and Upper hours are divided by 40 to obtain annual FTE; for Graduate I, Graduate II and Graduate III, hours are divided by 32

Distribution of Annual FTE by Semester Within Year

| | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------|---------------|---------------|---------------|---------------|
| Summer | 18.8% | 17.1% | 18.3% | 17.6% |
| Fall | 39.8% | 38.3% | 39.8% | 40.0% |
| Spring | 41.3% | 44.6% | 41.8% | 42.4% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

**College of Business
Marketing
Non-Fundable Student Credit Hours and FTE**

SCH Produced

Summer

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|------------|------------|------------|------------|
| Upper | 642 | 270 | 162 | 219 |
| Grad I | 0 | 0 | 0 | 3 |
| Grad II | 0 | 0 | 3 | 0 |
| Total | 642 | 270 | 165 | 222 |

Fall

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|-----------|-----------|------------|------------|
| Upper | 72 | 84 | 78 | 118 |
| Grad I | 3 | 3 | 309 | 3 |
| Grad II | 0 | 0 | 0 | 0 |
| Total | 75 | 87 | 387 | 121 |

Spring

| Level | 2004 | 2005 | 2006 | 2007 |
|--------------|------------|------------|------------|------------|
| Upper | 156 | 123 | 150 | 141 |
| Grad I | 0 | 0 | 147 | 162 |
| Grad II | 0 | 0 | 0 | 0 |
| Total | 156 | 123 | 297 | 303 |

Fall & Spring

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|------------|------------|------------|------------|
| Upper | 228 | 207 | 228 | 259 |
| Grad I | 3 | 3 | 456 | 165 |
| Grad II | 0 | 0 | 0 | 0 |
| Total | 231 | 210 | 684 | 424 |

Annual

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|------------|------------|------------|------------|
| Upper | 870 | 477 | 390 | 478 |
| Grad I | 3 | 3 | 456 | 168 |
| Grad II | 0 | 0 | 3 | 0 |
| Total | 873 | 480 | 849 | 646 |

Annual FTE Contribution

Summer

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|-------------|------------|------------|------------|
| Upper | 16.1 | 6.8 | 4.1 | 5.5 |
| Grad I | 0.0 | 0.0 | 0.0 | 0.1 |
| Grad II | 0.0 | 0.0 | 0.1 | 0.0 |
| Total | 16.1 | 6.8 | 4.1 | 5.6 |

Fall

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|------------|------------|-------------|------------|
| Upper | 1.8 | 2.1 | 2.0 | 3.0 |
| Grad I | 0.1 | 0.1 | 9.7 | 0.1 |
| Grad II | 0.0 | 0.0 | 0.0 | 0.0 |
| Total | 1.9 | 2.2 | 11.6 | 3.0 |

Spring

| Level | 2004 | 2005 | 2006 | 2007 |
|--------------|------------|------------|------------|------------|
| Upper | 3.9 | 3.1 | 3.8 | 3.5 |
| Grad I | 0.0 | 0.0 | 4.6 | 5.1 |
| Grad II | 0.0 | 0.0 | 0.0 | 0.0 |
| Total | 3.9 | 3.1 | 8.3 | 8.6 |

Fall & Spring

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|------------|------------|-------------|-------------|
| Upper | 5.7 | 5.2 | 5.7 | 6.5 |
| Grad I | 0.1 | 0.1 | 14.3 | 5.2 |
| Grad II | 0.0 | 0.0 | 0.0 | 0.0 |
| Total | 5.8 | 5.3 | 20.0 | 11.6 |

Annual

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|-------------|-------------|-------------|-------------|
| Upper | 21.8 | 11.9 | 9.8 | 12.0 |
| Grad I | 0.1 | 0.1 | 14.3 | 5.3 |
| Grad II | 0.0 | 0.0 | 0.1 | 0.0 |
| Total | 21.8 | 12.0 | 24.1 | 17.2 |

Source: Final Student Data Course Files

Note: Lower and Upper hours are divided by 40 to obtain annual FTE; for Graduate I, Graduate II and Graduate III, hours are divided by 32

Distribution of Annual FTE by Semester Within Year

| | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|---------------|---------------|---------------|---------------|
| Summer | 73.5% | 56.3% | 19.4% | 34.4% |
| Fall | 8.6% | 18.1% | 45.6% | 18.7% |
| Spring | 17.9% | 25.6% | 35.0% | 46.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% |

**College of Business
Marketing
Total Student Credit Hours and FTE**

SCH Produced

Summer

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 4,349 | 3,304 | 3,336 | 3,100 |
| Grad I | 327 | 447 | 533 | 576 |
| Grad II | 72 | 99 | 125 | 91 |
| Total | 4,748 | 3,850 | 3,994 | 3,767 |

Fall

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 8,234 | 7,625 | 7,885 | 7,429 |
| Grad I | 388 | 375 | 688 | 585 |
| Grad II | 146 | 127 | 145 | 144 |
| Total | 8,768 | 8,127 | 8,718 | 8,158 |

Spring

| Level | 2004 | 2005 | 2006 | 2007 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 8,745 | 8,940 | 8,381 | 8,054 |
| Grad I | 315 | 411 | 535 | 654 |
| Grad II | 119 | 134 | 128 | 120 |
| Total | 9,179 | 9,485 | 9,044 | 8,828 |

Fall & Spring

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|---------------|---------------|---------------|---------------|
| Upper | 16,979 | 16,565 | 16,266 | 15,483 |
| Grad I | 703 | 786 | 1,223 | 1,239 |
| Grad II | 265 | 261 | 273 | 264 |
| Total | 17,947 | 17,612 | 17,762 | 16,986 |

Annual

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|---------------|---------------|---------------|---------------|
| Upper | 21,328 | 19,869 | 19,602 | 18,583 |
| Grad I | 1,030 | 1,233 | 1,756 | 1,815 |
| Grad II | 337 | 360 | 398 | 355 |
| Total | 22,695 | 21,462 | 21,756 | 20,753 |

Annual FTE Contribution

Summer

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|--------------|-------------|--------------|-------------|
| Upper | 108.7 | 82.6 | 83.4 | 77.5 |
| Grad I | 10.2 | 14.0 | 16.7 | 18.0 |
| Grad II | 2.3 | 3.1 | 3.9 | 2.8 |
| Total | 121.2 | 99.7 | 104.0 | 98.3 |

Fall

| Level | 2003 | 2004 | 2005 | 2006 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 205.9 | 190.6 | 197.1 | 185.7 |
| Grad I | 12.1 | 11.7 | 21.5 | 18.3 |
| Grad II | 4.6 | 4.0 | 4.5 | 4.5 |
| Total | 222.5 | 206.3 | 223.2 | 208.5 |

Spring

| Level | 2004 | 2005 | 2006 | 2007 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 218.6 | 223.5 | 209.5 | 201.4 |
| Grad I | 9.8 | 12.8 | 16.7 | 20.4 |
| Grad II | 3.7 | 4.2 | 4.0 | 3.8 |
| Total | 232.2 | 240.5 | 230.2 | 225.5 |

Fall & Spring

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 424.5 | 414.1 | 406.7 | 387.1 |
| Grad I | 22.0 | 24.6 | 38.2 | 38.7 |
| Grad II | 8.3 | 8.2 | 8.5 | 8.3 |
| Total | 454.7 | 446.8 | 453.4 | 434.0 |

Annual

| Level | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|--------------|--------------|--------------|--------------|
| Upper | 533.2 | 496.7 | 490.1 | 464.6 |
| Grad I | 32.2 | 38.5 | 54.9 | 56.7 |
| Grad II | 10.5 | 11.3 | 12.4 | 11.1 |
| Total | 575.9 | 546.5 | 557.4 | 532.4 |

Source: Final Student Data Course Files

Note: Lower and Upper hours are divided by 40 to obtain annual FTE; for Graduate I, Graduate II and Graduate III, hours are divided by 32

Distribution of Annual FTE by Semester Within Year

| | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--------------|---------------|---------------|---------------|---------------|
| Summer | 20.9% | 17.9% | 18.4% | 18.2% |
| Fall | 38.6% | 37.9% | 40.1% | 39.3% |
| Spring | 40.4% | 44.2% | 41.6% | 42.5% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% |

| Marketing - Faculty Courses & Hours | | | | | | | | | | | | |
|--|--------------|------------|---|--------------|----------------|------------------|--------------|----------------|-----------------|-------------|--------------|--|
| Fall 2002 - Spring 2003 | | | Organized Classes (C,D,L) | | | | | | | | | |
| Faculty Member | Class | FTE | SCH | | Total | Headcount | | Total | Sections | | Total | |
| | | | UGrad | Grad | SCH | UGrad | Grad | HC | UGrad | Grad | #Sec. | |
| BRENNAN | 9005 | 2.00 | 774.0 | - | 774.0 | 258.00 | - | 258.0 | 6.00 | - | 6.0 | |
| BRUSCO | 9002 | 2.00 | 120.0 | 213.0 | 333.0 | 40.00 | 71.00 | 111.0 | 1.00 | 2.0 | 3.0 | |
| CRADIT | 9001 | 2.00 | - | 108.0 | 108.0 | - | 36.00 | 36.0 | - | 2.0 | 2.0 | |
| CRONIN | 9001 | 2.00 | 468.0 | 18.0 | 486.0 | 156.00 | 6.00 | 162.0 | 3.00 | 1.0 | 4.0 | |
| DOWNS | 9001 | 2.00 | 1,815.0 | - | 1,815.0 | 605.00 | - | 605.0 | 4.00 | - | 4.0 | |
| FLYNN | 9001 | 1.73 | 1,509.0 | - | 1,509.0 | 503.00 | - | 503.0 | 5.00 | - | 5.0 | |
| FREIDEN | 9002 | 2.00 | 855.0 | - | 855.0 | 285.00 | - | 285.0 | 6.00 | - | 6.0 | |
| GIUNIPERO | 9001 | 2.00 | 225.0 | 42.0 | 267.0 | 75.00 | 14.00 | 89.0 | 2.00 | 2.0 | 4.0 | |
| GOLDSMITH | 9001 | 2.00 | 432.0 | 18.0 | 450.0 | 144.00 | 6.00 | 150.0 | 3.00 | 1.0 | 4.0 | |
| HARTLINE | 9003 | 2.00 | 363.0 | 147.0 | 510.0 | 121.00 | 49.00 | 170.0 | 2.00 | 2.0 | 4.0 | |
| HOFACKER | 9001 | 2.00 | 303.0 | 87.0 | 390.0 | 101.00 | 29.00 | 130.0 | 2.00 | 2.0 | 4.0 | |
| KNIGHT | 9003 | 2.00 | 408.0 | 81.0 | 489.0 | 136.00 | 27.00 | 163.0 | 3.00 | 1.0 | 4.0 | |
| OVERBY | 9003 | 2.00 | 369.0 | - | 369.0 | 123.00 | - | 123.0 | 3.00 | - | 3.0 | |
| RAMAN | 9003 | 2.00 | 366.0 | 24.0 | 390.0 | 122.00 | 8.00 | 130.0 | 3.00 | 1.0 | 4.0 | |
| SHOWALTER | 9001 | 1.50 | 429.0 | - | 429.0 | 143.00 | - | 143.0 | 4.00 | - | 4.0 | |
| ZENZ | 9001 | 2.00 | 312.0 | - | 312.0 | 104.00 | - | 104.0 | 3.00 | - | 3.0 | |
| TOTALS | | | 8,748.0 | 738.0 | 9,486.0 | 2,916.0 | 246.0 | 3,162.0 | 50.0 | 14.0 | 64.0 | |
| AVERAGE PER FACULTY | | | 583.2 | 82.0 | 592.9 | 194.4 | 27.3 | 197.6 | 3.3 | 1.6 | 4.0 | |
| Marketing - Faculty Courses & Hours | | | | | | | | | | | | |
| Fall 2002 - Spring 2003 | | | Individualized (G,T,I,O,P,R,S,Z) | | | | | | | | | |
| Faculty Member | Class | FTE | SCH | | Total | Headcount | | Total | Sections | | Total | |
| | | | UGrad | Grad | SCH | UGrad | Grad | HC | UGrad | Grad | #Sec. | |
| BRENNAN | 9005 | 2.00 | 93 | - | 93 | 33 | - | 33.0 | 17 | - | 17.0 | |
| BRUSCO | 9002 | 2.00 | - | - | - | - | - | - | - | - | - | |
| CRADIT | 9001 | 2.00 | 12 | 23 | 35 | 4 | 9.0 | 13.0 | 4 | 9.0 | 13.0 | |
| CRONIN | 9001 | 2.00 | 21 | 3 | 24 | 7 | 1.0 | 8.0 | 7 | 1.0 | 8.0 | |
| DOWNS | 9001 | 2.00 | 6 | - | 6 | 2 | - | 2.0 | 2 | - | 2.0 | |
| FLYNN | 9001 | 1.73 | 15 | 13 | 28 | 5 | 4.0 | 9.0 | 5 | 3.3 | 8.3 | |
| FREIDEN | 9002 | 2.00 | - | 9 | 9 | - | 3.0 | 3.0 | - | 1.0 | 1.0 | |
| GIUNIPERO | 9001 | 2.00 | 6 | 9 | 15 | 2 | 3.0 | 5.0 | 2 | 3.0 | 5.0 | |
| GOLDSMITH | 9001 | 2.00 | 8 | 59 | 67 | 3 | 12.0 | 15.0 | 3 | 9.0 | 12.0 | |
| HARTLINE | 9003 | 2.00 | - | - | - | - | - | - | - | - | - | |
| HOFACKER | 9001 | 2.00 | - | 3 | 3 | - | 1.0 | 1.0 | - | 1.4 | 1.4 | |
| KNIGHT | 9003 | 2.00 | 22 | 2 | 24 | 8 | - | 8.0 | 8 | 0.6 | 8.6 | |
| OVERBY | 9003 | 2.00 | 3 | - | 3 | 1 | - | 1.0 | 1 | - | 1.0 | |
| RAMAN | 9003 | 2.00 | 17 | - | 17 | 6 | - | 6.0 | 6 | - | 6.0 | |
| SHOWALTER | 9001 | 1.50 | - | - | - | - | - | - | - | - | - | |
| ZENZ | 9001 | 2.00 | - | - | - | - | - | - | - | - | - | |
| TOTALS | | | 203.0 | 120.5 | 323.5 | 71.0 | 33.0 | 104.0 | 55.0 | 28.3 | 83.3 | |
| AVERAGE PER FACULTY | | | 20.3 | 15.1 | 27.0 | 7.1 | 4.7 | 8.7 | 5.5 | 3.5 | 6.9 | |

| Marketing - Faculty Courses & Hours | | | | | | | | | | | |
|--|--------------|------------|------------------|-------------|--------------|------------------|-------------|--------------|-----------------|-------------|--------------|
| Fall 2002 - Spring 2003 | | | All Types | | | | | | | | |
| Faculty Member | Class | FTE | SCH | | TOTAL | Headcount | | TOTAL | Sections | | TOTAL |
| | | | UGrad | Grad | SCH | UGrad | Grad | HC | UGrad | Grad | #Sec. |
| BRENNAN | 9005 | 2.00 | 867.0 | - | 867.0 | 291.0 | - | 291.0 | 23.0 | - | 23.0 |
| BRUSCO | 9002 | 2.00 | 120.0 | 213.0 | 333.0 | 40.0 | 71.0 | 111.0 | 1.0 | 2.0 | 3.0 |
| CRADIT | 9001 | 2.00 | 12.0 | 131.0 | 143.0 | 4.0 | 45.0 | 49.0 | 4.0 | 11.0 | 15.0 |
| CRONIN | 9001 | 2.00 | 489.0 | 21.0 | 510.0 | 163.0 | 7.0 | 170.0 | 10.0 | 2.0 | 12.0 |
| DOWNS | 9001 | 2.00 | 1,821.0 | - | 1,821.0 | 607.0 | - | 607.0 | 6.0 | - | 6.0 |
| FLYNN | 9001 | 1.73 | 1,524.0 | 12.5 | 1,536.5 | 508.0 | 4.0 | 512.0 | 10.0 | 3.3 | 13.3 |
| FREIDEN | 9002 | 2.00 | 855.0 | 9.0 | 864.0 | 285.0 | 3.0 | 288.0 | 6.0 | 1.0 | 7.0 |
| GIUNIPERO | 9001 | 2.00 | 231.0 | 51.0 | 282.0 | 77.0 | 17.0 | 94.0 | 4.0 | 5.0 | 9.0 |
| GOLDSMITH | 9001 | 2.00 | 440.0 | 76.5 | 516.5 | 147.0 | 18.0 | 165.0 | 6.0 | 10.0 | 16.0 |
| HARTLINE | 9003 | 2.00 | 363.0 | 147.0 | 510.0 | 121.0 | 49.0 | 170.0 | 2.0 | 2.0 | 4.0 |
| HOFACKER | 9001 | 2.00 | 303.0 | 90.4 | 393.4 | 101.0 | 30.0 | 131.0 | 2.0 | 3.4 | 5.4 |
| KNIGHT | 9003 | 2.00 | 430.0 | 83.1 | 513.1 | 144.0 | 27.0 | 171.0 | 11.0 | 1.6 | 12.6 |
| OVERBY | 9003 | 2.00 | 372.0 | - | 372.0 | 124.0 | - | 124.0 | 4.0 | - | 4.0 |
| RAMAN | 9003 | 2.00 | 383.0 | 24.0 | 407.0 | 128.0 | 8.0 | 136.0 | 9.0 | 1.0 | 10.0 |
| SHOWALTER | 9001 | 1.50 | 429.0 | - | 429.0 | 143.0 | - | 143.0 | 4.0 | - | 4.0 |
| ZENZ | 9121 | 2.00 | 312.0 | - | 312.0 | 104.0 | - | 104.0 | 3.0 | - | 3.0 |
| TOTALS | | | 8,951.0 | 858.5 | 9,809.5 | 2,987.0 | 279.0 | 3,266.0 | 105.0 | 42.3 | 147.3 |
| AVERAGE PER FACULTY | | | 559.4 | 78.0 | 613.1 | 186.7 | 25.4 | 204.1 | 6.6 | 3.8 | 9.2 |

| Marketing - Faculty Courses & Hours | | | | | | | | | | | | | |
|--|--------------|------------|---|----------------|-----------------|------------------|------------------|----------------|-------------|-----------------|-----------------|-------------|--------------------|
| Fall 2006 - Spring 2007 | | | Organized Classes (C,D,L) | | | | | | | | | | |
| Faculty Member | Class | FTE | SCH | | | Total SCH | Headcount | | | Total HC | Sections | | Total #Sec. |
| | | | UGrad | Grad | | | UGrad | Grad | | | UGrad | Grad | |
| BRADY | 9002 | 1.92 | 234.0 | 27.0 | 261.0 | 78.00 | 8.00 | 86.0 | 2.00 | 1.0 | 3.0 | | |
| BRENNAN | 9120 | 2.00 | 585.0 | - | 585.0 | 195.00 | - | 195.0 | 8.00 | - | 8.0 | | |
| BRUSCO | 9001 | 2.00 | 21.0 | 288.0 | 309.0 | 7.00 | 95.00 | 102.0 | 1.00 | 2.0 | 3.0 | | |
| CRONIN | 9001 | 2.00 | 528.0 | 12.0 | 540.0 | 176.00 | 4.00 | 180.0 | 3.00 | 1.0 | 4.0 | | |
| DARKE | 9003 | 1.96 | 399.0 | 24.0 | 423.0 | 133.00 | 8.00 | 141.0 | 2.00 | 1.0 | 3.0 | | |
| DOWNS | 9001 | 2.00 | 2,151.0 | - | 2,151.0 | 717.00 | - | 717.0 | 3.00 | - | 3.0 | | |
| FLYNN | 9001 | 2.00 | 1,446.0 | 48.0 | 1,494.0 | 482.00 | 15.00 | 497.0 | 3.00 | 1.0 | 4.0 | | |
| GIUNIPERO | 9001 | 2.00 | 150.0 | 96.0 | 246.0 | 50.00 | 32.00 | 82.0 | 2.00 | 3.0 | 5.0 | | |
| GOLDSMITH | 9001 | 2.00 | 225.0 | 18.0 | 243.0 | 75.00 | 6.00 | 81.0 | 3.00 | 1.0 | 4.0 | | |
| HARTLINE | 9002 | 1.75 | - | 309.0 | 309.0 | - | 103.00 | 103.0 | - | 5.0 | 5.0 | | |
| HOFACKER | 9001 | 1.00 | 102.0 | 15.0 | 117.0 | 34.00 | 5.00 | 39.0 | 1.00 | 1.0 | 2.0 | | |
| KIM | 9003 | 2.00 | 501.0 | - | 501.0 | 167.00 | - | 167.0 | 4.00 | - | 4.0 | | |
| KNIGHT | 9002 | 2.00 | 390.0 | 351.0 | 741.0 | 130.00 | 117.00 | 247.0 | 3.00 | 5.0 | 8.0 | | |
| LARSEN | 9121 | 2.00 | 852.0 | - | 852.0 | 284.00 | - | 284.0 | 6.00 | - | 6.0 | | |
| LEE | 9003 | 2.00 | 714.0 | - | 714.0 | 238.00 | - | 238.0 | 3.00 | - | 3.0 | | |
| PALLETINO | 9121 | 2.00 | 795.0 | - | 795.0 | 265.00 | - | 265.0 | 8.00 | - | 8.0 | | |
| SHOWALTER | 9001 | 2.00 | 63.0 | 33.0 | 96.0 | 21.00 | 11.00 | 32.0 | 3.00 | 1.0 | 4.0 | | |
| SMITH | 9003 | 2.00 | 672.0 | - | 672.0 | 224.00 | - | 224.0 | 3.00 | - | 3.0 | | |
| TOTALS | | | 9,828.0 | 1,221.0 | 11,049.0 | 3,276.0 | 404.0 | 3,680.0 | 58.0 | 22.0 | 80.0 | | |
| AVERAGE PER FACULTY | | | 578.1 | 111.0 | 613.8 | 192.7 | 36.7 | 204.4 | 3.4 | 2.0 | 4.4 | | |
| Marketing - Faculty Courses & Hours | | | | | | | | | | | | | |
| Fall 2006 - Spring 2007 | | | Individualized (G,T,I,O,P,R,S,Z) | | | | | | | | | | |
| Faculty Member | Class | FTE | SCH | | | Total SCH | Headcount | | | Total HC | Sections | | Total #Sec. |
| | | | UGrad | Grad | | | UGrad | Grad | | | UGrad | Grad | |
| BRADY | 9002 | 1.92 | 6 | 76 | 82 | 2 | 13.2 | 15.2 | 2 | 8.0 | 10.0 | | |
| BRENNAN | 9120 | 2.00 | 9 | - | 9 | 3 | - | 3.0 | 3 | - | 3.0 | | |
| BRUSCO | 9001 | 2.00 | - | 9 | 9 | - | 1.1 | 1.1 | - | 1.4 | 1.4 | | |
| CRONIN | 9001 | 2.00 | 24 | 21 | 45 | 9 | 7.0 | 16.0 | 6 | 2.0 | 8.0 | | |
| DARKE | 9003 | 1.96 | - | - | - | - | - | - | - | 0.2 | 0.2 | | |
| DOWNS | 9001 | 2.00 | 9 | - | 9 | 3 | - | 3.0 | 3 | - | 3.0 | | |
| FLYNN | 9001 | 2.00 | 9 | - | 9 | 3 | - | 3.0 | 3 | - | 3.0 | | |
| GIUNIPERO | 9001 | 2.00 | - | 12 | 12 | - | 4.0 | 4.0 | - | 3.3 | 3.3 | | |
| GOLDSMITH | 9001 | 2.00 | - | 9 | 9 | - | 0.5 | 0.5 | - | 0.7 | 0.7 | | |
| HARTLINE | 9002 | 1.75 | 9 | 27 | 36 | 3 | 2.5 | 5.5 | 3 | 3.1 | 6.1 | | |
| HOFACKER | 9001 | 1.00 | - | 12 | 12 | - | 0.5 | 0.5 | - | 1.0 | 1.0 | | |
| KIM | 9003 | 2.00 | 3 | - | 3 | 1 | - | 1.0 | 1 | 0.5 | 1.5 | | |
| KNIGHT | 9002 | 2.00 | 23 | - | 23 | 9 | - | 9.0 | 8 | - | 8.0 | | |
| LARSEN | 9121 | 2.00 | - | - | - | - | - | - | - | - | - | | |
| LEE | 9003 | 2.00 | - | 3 | 3 | - | 1.0 | 1.0 | - | 1.3 | 1.3 | | |
| PALLETINO | 9121 | 2.00 | 10 | - | 10 | 4 | - | 4.0 | 3 | - | 3.0 | | |
| SHOWALTER | 9001 | 2.00 | 21 | - | 21 | 9 | - | 9.0 | 5 | 0.3 | 5.3 | | |
| SMITH | 9003 | 2.00 | - | - | - | - | - | - | - | - | - | | |
| TOTALS | | | 123.0 | 169.0 | 292.0 | 46.0 | 29.8 | 75.8 | 37.0 | 21.8 | 58.8 | | |
| AVERAGE PER FACULTY | | | 12.3 | 21.1 | 19.5 | 4.6 | 3.7 | 5.1 | 3.7 | 2.0 | 3.7 | | |

| Marketing - Faculty Courses & Hours | | | | | | | | | | | |
|--|--------------|------------|------------------|-------------|--------------|------------------|-------------|--------------|-----------------|-------------|--------------|
| Fall 2006 - Spring 2007 | | | All Types | | | | | | | | |
| Faculty Member | Class | FTE | SCH | | TOTAL | Headcount | | TOTAL | Sections | | TOTAL |
| | | | UGrad | Grad | SCH | UGrad | Grad | HC | UGrad | Grad | #Sec. |
| BRADY | 9002 | 1.92 | 240.0 | 103.0 | 343.0 | 80.0 | 21.2 | 101.2 | 4.0 | 9.0 | 13.0 |
| BRENNAN | 9120 | 2.00 | 594.0 | - | 594.0 | 198.0 | - | 198.0 | 11.0 | - | 11.0 |
| BRUSCO | 9001 | 2.00 | 21.0 | 297.0 | 318.0 | 7.0 | 96.1 | 103.1 | 1.0 | 3.4 | 4.4 |
| CRONIN | 9001 | 2.00 | 552.0 | 33.0 | 585.0 | 185.0 | 11.0 | 196.0 | 9.0 | 3.0 | 12.0 |
| DARKE | 9003 | 1.96 | 399.0 | 24.0 | 423.0 | 133.0 | 8.0 | 141.0 | 2.0 | 1.2 | 3.2 |
| DOWNS | 9001 | 2.00 | 2,160.0 | - | 2,160.0 | 720.0 | - | 720.0 | 6.0 | - | 6.0 |
| FLYNN | 9001 | 2.00 | 1,455.0 | 48.0 | 1,503.0 | 485.0 | 15.0 | 500.0 | 6.0 | 1.0 | 7.0 |
| GIUNIPERO | 9001 | 2.00 | 150.0 | 108.0 | 258.0 | 50.0 | 36.0 | 86.0 | 2.0 | 6.3 | 8.3 |
| GOLDSMITH | 9001 | 2.00 | 225.0 | 27.0 | 252.0 | 75.0 | 6.5 | 81.5 | 3.0 | 1.7 | 4.7 |
| HARTLINE | 9002 | 1.75 | 9.0 | 336.0 | 345.0 | 3.0 | 105.5 | 108.5 | 3.0 | 8.1 | 11.1 |
| HOFACKER | 9001 | 1.00 | 102.0 | 27.0 | 129.0 | 34.0 | 5.5 | 39.5 | 1.0 | 2.0 | 3.0 |
| KIM | 9003 | 2.00 | 504.0 | - | 504.0 | 168.0 | - | 168.0 | 5.0 | 0.5 | 5.5 |
| KNIGHT | 9002 | 2.00 | 413.0 | 351.0 | 764.0 | 139.0 | 117.0 | 256.0 | 11.0 | 5.0 | 16.0 |
| LARSEN | 9121 | 2.00 | 852.0 | - | 852.0 | 284.0 | - | 284.0 | 6.0 | - | 6.0 |
| LEE | 9003 | 2.00 | 714.0 | 3.0 | 717.0 | 238.0 | 1.0 | 239.0 | 3.0 | 1.3 | 4.3 |
| PALLETINO | 9121 | 2.00 | 805.0 | - | 805.0 | 269.0 | - | 269.0 | 11.0 | - | 11.0 |
| SHOWALTER | 9001 | 2.00 | 84.0 | 33.0 | 117.0 | 30.0 | 11.0 | 41.0 | 8.0 | 1.3 | 9.3 |
| SMITH | 9003 | 2.00 | 672.0 | - | 672.0 | 224.0 | - | 224.0 | 3.0 | - | 3.0 |
| TOTALS | | | 9,951.0 | 1,390.0 | 11,341.0 | 3,322.0 | 433.8 | 3,755.8 | 95.0 | 43.8 | 138.8 |
| AVERAGE PER FACULTY | | | 552.8 | 115.8 | 630.1 | 184.6 | 36.2 | 208.7 | 5.3 | 3.4 | 7.7 |

Department of Marketing
E & G Student Credit Hours and Headcount Productivity
By Instructor Type

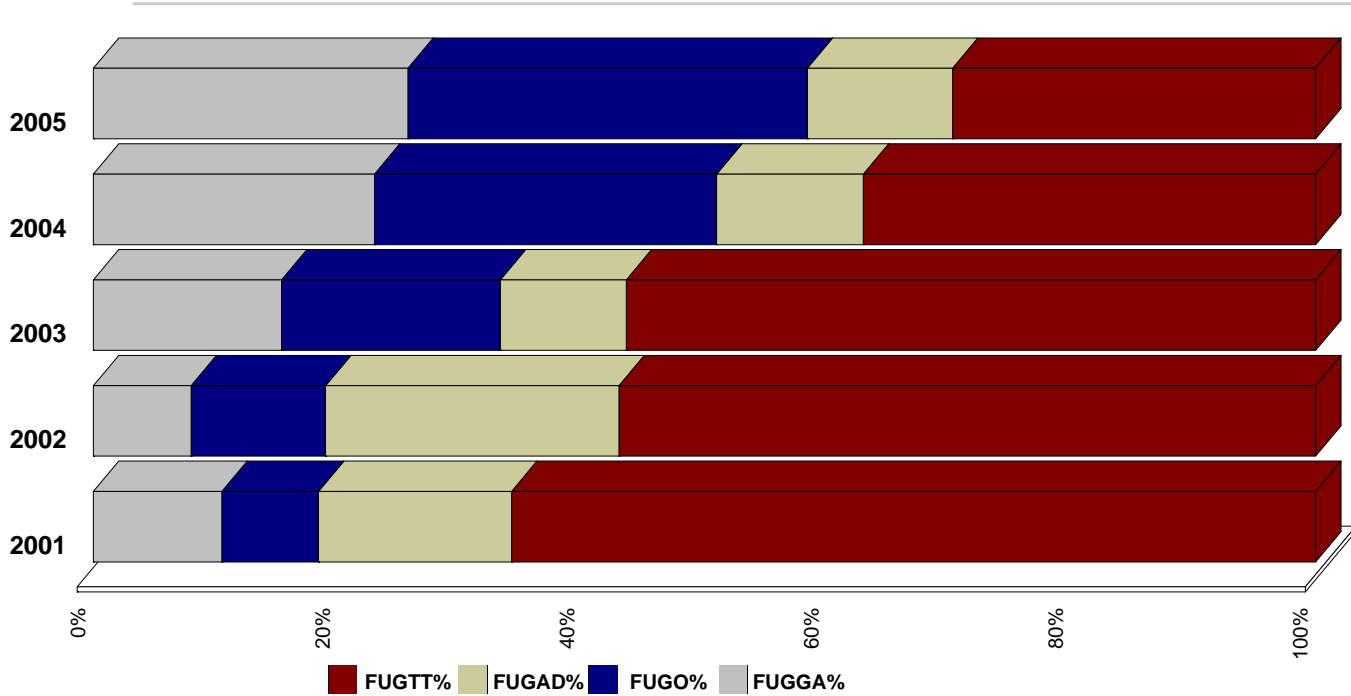
| | Student | | | | | | Student | | | | | | | | | | | | | | |
|----------------------|--------------|----------------|--------------|--------------|-------------------|--|--------------|----------------|--------------|--------------|--------------------|----------------------|--------------|----------------|--------------|--------------------|--------------|--|--|--|--|
| | FTE | Credit Hrs | SCH/FTE | Headcount | Headcount/ FTE | | FTE | Credit Hrs | SCH/FTE | Headcount | Headcount/ FTE | | | | | | | | | | |
| <u>Fall 2002</u> | | | | | | | | | | | <u>Spring 2003</u> | | | | | | | | | | |
| Faculty | 15.55 | 5,118.4 | 329.2 | 1,705 | 109.6 | | 15.68 | 4,691.1 | 299.2 | 1,561 | 99.6 | Faculty | 15.68 | 4,691.1 | 299.2 | 1,561 | 99.6 | | | | |
| OPS Regular Faculty | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | OPS Regular Faculty | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| OPS Faculty Adjuncts | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | OPS Faculty Adjuncts | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| Graduate Assistants | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | Graduate Assistants | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| A & P / USPS | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | A & P / USPS | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| Others | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | Others | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| | 15.55 | 5,118.4 | 329.2 | 1,705 | 109.6 | | 15.68 | 4,691.1 | 299.2 | 1,561 | 99.6 | | 15.68 | 4,691.1 | 299.2 | 1,561 | 99.6 | | | | |
| <u>Fall 2003</u> | | | | | | | | | | | | | | | | <u>Spring 2004</u> | | | | | |
| Faculty | 18 | 4,828.2 | 268.2 | 1,604 | 89.1 | | 17 | 4,739.0 | 278.8 | 1,567 | 92.2 | Faculty | 17 | 4,739.0 | 278.8 | 1,567 | 92.2 | | | | |
| OPS Regular Faculty | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | OPS Regular Faculty | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| OPS Faculty Adjuncts | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | OPS Faculty Adjuncts | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| Graduate Assistants | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | Graduate Assistants | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| A & P / USPS | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | A & P / USPS | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| Others | 0 | 0.0 | 0.0 | 0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | Others | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| | 18 | 4,828.2 | 268.2 | 1,604 | 89.1 | | 17 | 4,739.0 | 278.8 | 1,567 | 92.2 | | 17 | 4,739.0 | 278.8 | 1,567 | 92.2 | | | | |
| <u>Fall 2004</u> | | | | | | | | | | | | | | | | <u>Spring 2005</u> | | | | | |
| Faculty | 17 | 4,224.0 | 248.5 | 1,390.0 | 81.8 | | 17 | 5,057.0 | 297.5 | 1,666 | 98.0 | Faculty | 17 | 5,057.0 | 297.5 | 1,666 | 98.0 | | | | |
| OPS Regular Faculty | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | OPS Regular Faculty | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| OPS Faculty Adjuncts | 0.41 | 276.0 | 673.2 | 92.0 | 224.4 | | 0 | 0.0 | 0.0 | 0 | 0.0 | OPS Faculty Adjuncts | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| Graduate Assistants | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | Graduate Assistants | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| A & P / USPS | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | A & P / USPS | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| Others | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | Others | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| | 17.41 | 4,500.0 | 258.5 | 1,482 | 85.1 | | 17 | 5,057.0 | 297.5 | 1,666 | 98.0 | | 17 | 5,057.0 | 297.5 | 1,666 | 98.0 | | | | |
| <u>Fall 2005</u> | | | | | | | | | | | | | | | | <u>Spring 2006</u> | | | | | |
| Faculty | 15.49 | 5,004.0 | 323.0 | 1,656.0 | 106.9 | | 15.73 | 4,964.0 | 315.6 | 1,642 | 104.4 | Faculty | 15.73 | 4,964.0 | 315.6 | 1,642 | 104.4 | | | | |
| OPS Regular Faculty | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | OPS Regular Faculty | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| OPS Faculty Adjuncts | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | OPS Faculty Adjuncts | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| Graduate Assistants | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | Graduate Assistants | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| A & P / USPS | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | A & P / USPS | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| Others | 0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0 | 0.0 | 0.0 | 0 | 0.0 | Others | 0 | 0.0 | 0.0 | 0 | 0.0 | | | | |
| | 15.49 | 5,004.0 | 323.0 | 1,656 | 106.9 | | 15.73 | 4,964.0 | 315.6 | 1,642 | 104.4 | | 15.73 | 4,964.0 | 315.6 | 1,642 | 104.4 | | | | |
| <u>Fall 2006</u> | | | | | | | | | | | | | | | | <u>Spring 2007</u> | | | | | |
| Faculty | 17.97 | 4991 | 277.7 | 1651 | 91.9 | | 16.67 | 6350 | 380.9 | 2109 | 126.5 | Faculty | 16.67 | 6350 | 380.9 | 2109 | 126.5 | | | | |
| OPS Regular Faculty | 0 | 0 | 0.0 | 0 | 0.0 | | 0 | 0 | 0.0 | 0 | 0.0 | OPS Regular Faculty | 0 | 0 | 0.0 | 0 | 0.0 | | | | |
| OPS Faculty Adjuncts | 0 | 0 | 0.0 | 0 | 0.0 | | 0 | 0 | 0.0 | 0 | 0.0 | OPS Faculty Adjuncts | 0 | 0 | 0.0 | 0 | 0.0 | | | | |
| Graduate Assistants | 0 | 0 | 0.0 | 0 | 0.0 | | 0 | 0 | 0.0 | 0 | 0.0 | Graduate Assistants | 0 | 0 | 0.0 | 0 | 0.0 | | | | |
| A & P / USPS | 0 | 0 | 0.0 | 0 | 0.0 | | 0 | 0 | 0.0 | 0 | 0.0 | A & P / USPS | 0 | 0 | 0.0 | 0 | 0.0 | | | | |
| Others | 0 | 0 | 0.0 | 0 | 0.0 | | 0 | 0 | 0.0 | 0 | 0.0 | Others | 0 | 0 | 0.0 | 0 | 0.0 | | | | |
| | 17.97 | 4991 | 277.7 | 1651 | 91.9 | | 16.67 | 6350 | 380.9 | 2109 | 126.5 | | 16.67 | 6350 | 380.9 | 2109 | 126.5 | | | | |

Percent of Undergraduate Classes Taught by Type of Faculty

Marketing

CIP: 5214

Florida State University Percent of Undergraduate Classes Taught by Faculty Type



Florida State University Percent of Undergraduate Classes Taught by Faculty Type

| Year | Tenure/Tenure Earning | Adjunct | Other Regular Faculty | Grad. Assistants |
|------|-----------------------|---------|-----------------------|------------------|
| 2001 | 66 % | 16 % | 8 % | 11 % |
| 2002 | 57 % | 24 % | 11 % | 8 % |
| 2003 | 56 % | 10 % | 18 % | 15 % |
| 2004 | 37 % | 12 % | 28 % | 23 % |
| 2005 | 30 % | 12 % | 33 % | 26 % |

Research I Institutions Percent of Undergraduate Classes Taught by Faculty Type

| Year | Tenure/Tenure Earning | Adjunct | Other Regular Faculty | Grad. Assistants |
|------|-----------------------|---------|-----------------------|------------------|
| 2001 | 50 % | 22 % | 10 % | 5 % |
| 2002 | 52 % | 18 % | 15 % | 7 % |
| 2003 | 45 % | 16 % | 20 % | 7 % |
| 2004 | 54 % | 16 % | 17 % | 5 % |
| 2005 | 50 % | 16 % | 21 % | 8 % |

SUG Institutions Percent of Undergraduate Classes Taught by Faculty Type

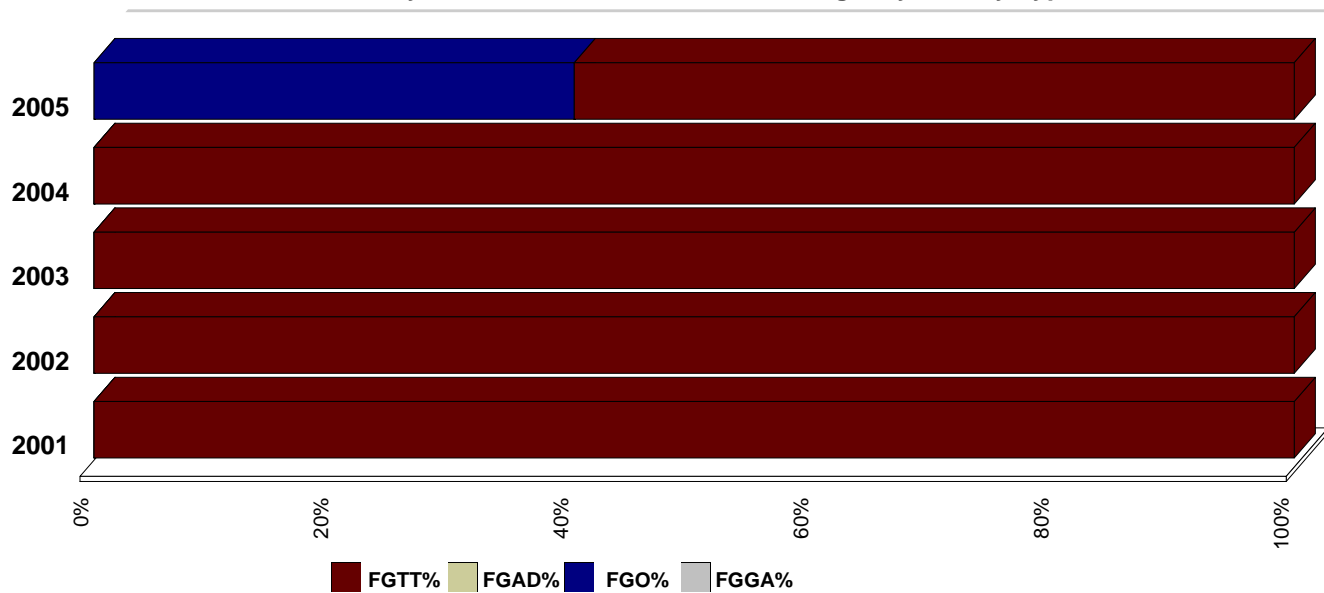
| Year | Tenure/Tenure Earning | Adjunct | Other Regular Faculty | Grad. Assistants |
|------|-----------------------|---------|-----------------------|------------------|
| 2001 | 55 % | 14 % | 11 % | 12 % |
| 2002 | 51 % | 17 % | 14 % | 12 % |
| 2003 | 44 % | 19 % | 13 % | 13 % |
| 2004 | 42 % | 16 % | 24 % | 10 % |
| 2005 | 45 % | 15 % | 21 % | 12 % |

Percent of Graduate Classes Taught by Type of Faculty

Marketing

CIP: 5214

Florida State University Percent of Graduate Classes Taught by Faculty Type



Florida State University Percent of Graduate Classes Taught by Faculty Type

| Year | Tenure/Tenure Earning | Adjunct | Other Regular Faculty | Grad. Assistants |
|------|-----------------------|---------|-----------------------|------------------|
| 2001 | 100% | 0% | 0% | 0% |
| 2002 | 100% | 0% | 0% | 0% |
| 2003 | 100% | 0% | 0% | 0% |
| 2004 | 100% | 0% | 0% | 0% |
| 2005 | 60% | 0% | 40% | 0% |

Research I Institutions Percent of Graduate Classes Taught by Faculty Type

| Year | Tenure/Tenure Earning | Adjunct | Other Regular Faculty | Grad. Assistants |
|------|-----------------------|---------|-----------------------|------------------|
| 2001 | 89% | 4% | 2% | 0% |
| 2002 | 84% | 6% | 4% | 0% |
| 2003 | 81% | 6% | 7% | 0% |
| 2004 | 79% | 10% | 5% | 0% |
| 2005 | 80% | 9% | 8% | 0% |

SUG Institutions Percent of Graduate Classes Taught by Faculty Type

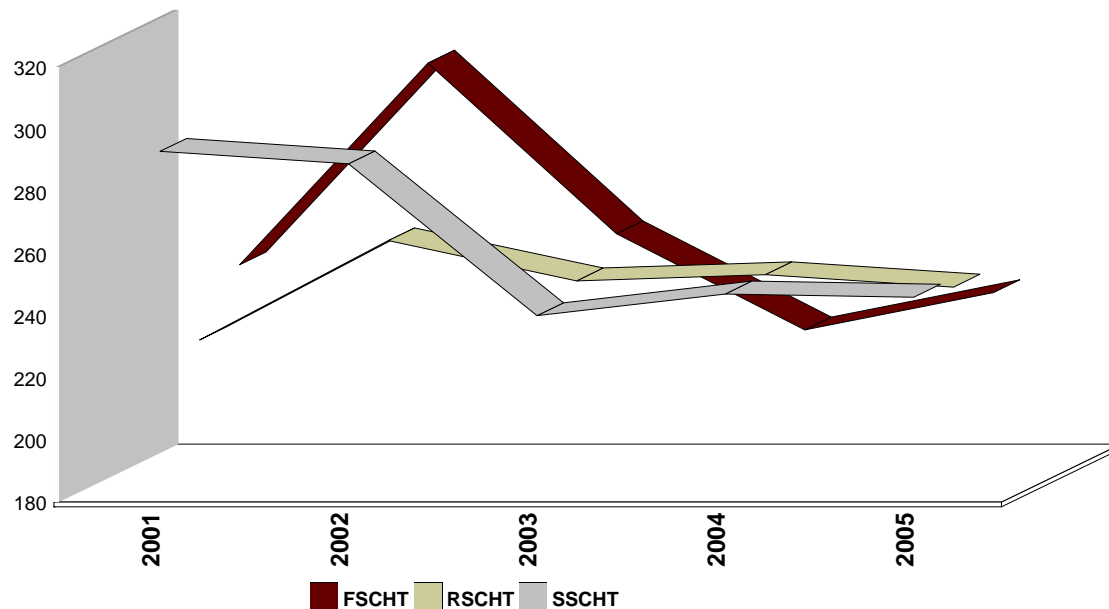
| Year | Tenure/Tenure Earning | Adjunct | Other Regular Faculty | Grad. Assistants |
|------|-----------------------|---------|-----------------------|------------------|
| 2001 | 98 % | 0 % | 1 % | 0 % |
| 2002 | 90 % | 4 % | 4 % | 0 % |
| 2003 | 87 % | 5 % | 2 % | 0 % |
| 2004 | 77 % | 4 % | 6 % | 0 % |
| 2005 | 78 % | 5 % | 12 % | 0 % |

Student Credit Hours Taught per Tenured FTE Faculty

Marketing

CIP: 5214

Total Student Credit Hours per Tenured FTE Faculty



Florida State University Student Credit Hours per Tenured FTE Faculty

| Year | Undergraduate | Graduate | Total |
|------|---------------|----------|-------|
| 2001 | 223 | 20 | 243 |
| 2002 | 283 | 25 | 308 |
| 2003 | 225 | 28 | 253 |
| 2004 | 194 | 29 | 222 |
| 2005 | 217 | 17 | 234 |

Research I Student Credit Hours per Tenured FTE Faculty

| Year | Undergraduate | Graduate | Total |
|------|---------------|----------|-------|
| 2001 | 182 | 43 | 225 |
| 2002 | 215 | 42 | 257 |
| 2003 | 203 | 35 | 244 |
| 2004 | 215 | 32 | 246 |
| 2005 | 204 | 32 | 242 |

SUG Student Credit Hours per Tenured FTE Faculty

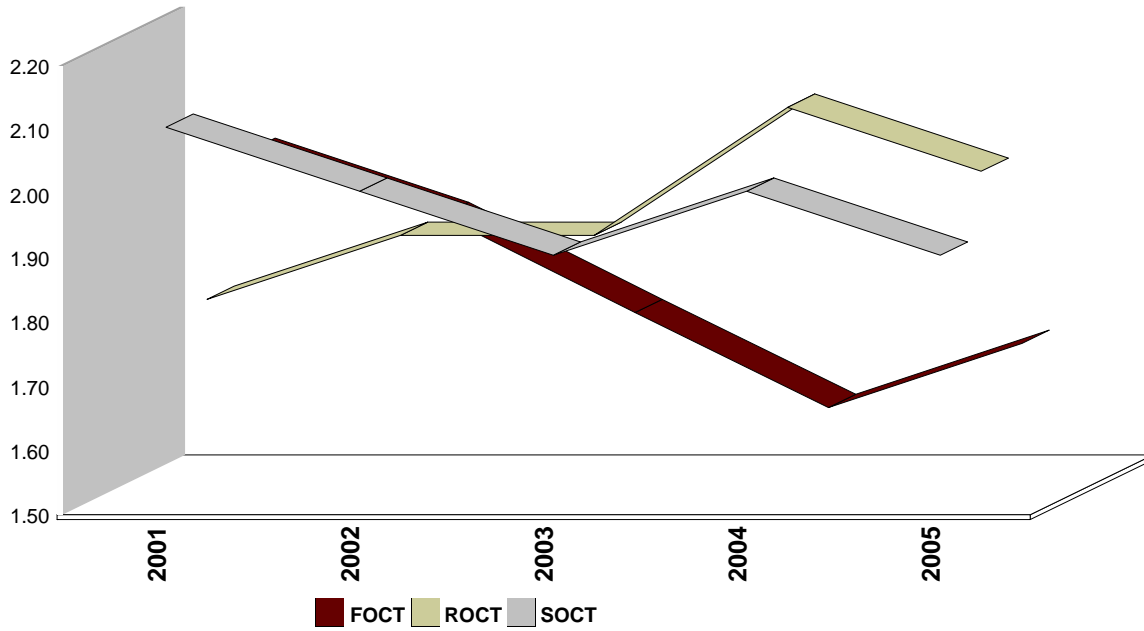
| Year | Undergraduate | Graduate | SSCHT |
|------|---------------|----------|-------|
| 2001 | 247 | 45 | 292 |
| 2002 | 242 | 46 | 288 |
| 2003 | 203 | 36 | 239 |
| 2004 | 213 | 30 | 246 |
| 2005 | 211 | 34 | 245 |

Organized Courses Taught per Tenured FTE Faculty

Marketing

CIP: 5214

Total Organized Courses Taught per Tenured FTE Faculty



Florida State University Organized Courses per Tenured FTE Faculty

| Year | Undergraduate | Graduate | Total |
|------|---------------|----------|-------|
| 2001 | 1.60 | 0.40 | 2.00 |
| 2002 | 1.50 | 0.40 | 1.90 |
| 2003 | 1.38 | 0.37 | 1.75 |
| 2004 | 1.10 | 0.50 | 1.60 |
| 2005 | 1.20 | 0.50 | 1.70 |

Research I Organized Courses per Tenured FTE Faculty

| Year | Undergraduate | Graduate | Total |
|------|---------------|----------|-------|
| 2001 | 1.20 | 0.60 | 1.80 |
| 2002 | 1.30 | 0.60 | 1.90 |
| 2003 | 1.30 | 0.60 | 1.90 |
| 2004 | 1.60 | 0.60 | 2.10 |
| 2005 | 1.40 | 0.50 | 2.00 |

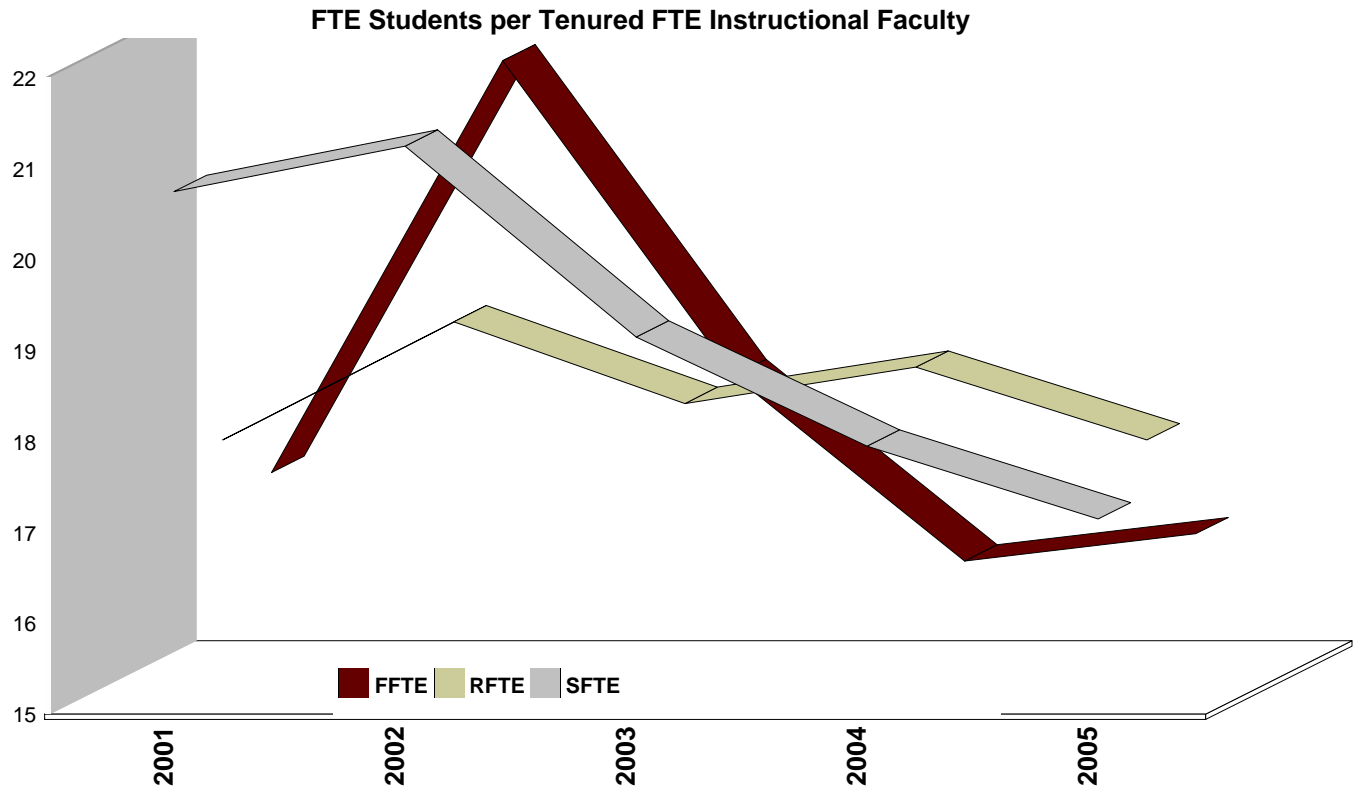
SUG Organized Courses per Tenured FTE Faculty

| Year | SOCU | Graduate | Total |
|------|------|----------|-------|
| 2001 | 1.50 | 0.60 | 2.10 |
| 2002 | 1.30 | 0.70 | 2.00 |
| 2003 | 1.40 | 0.50 | 1.90 |
| 2004 | 1.40 | 0.60 | 2.00 |
| 2005 | 1.30 | 0.60 | 1.90 |

FTE Students per Tenured FTE Instructional Faculty

Marketing

CIP: 5214



FTE Students per Tenured FTE Instructional Faculty

| Year | FSU | Research I | SUG |
|------|-----|------------|-----|
| 2001 | 17 | 18 | 21 |
| 2002 | 22 | 19 | 21 |
| 2003 | 18 | 18 | 19 |
| 2004 | 16 | 19 | 18 |
| 2005 | 16 | 18 | 17 |

**Operating Budget E&G Position FTE and Ra
By Pay Plan, Month Type, Filled/Vacant, and Rank**

College of Business

Marketing

| | | 2005-2006 | 2006-2007 | 2007-2008 |
|---|---------------------|--------------------|--------------------|--------------------|
| Total All Pay Plans | FTE | 24.56 | 26.05 | 24.63 |
| | Person Years | 16.55 | 15.89 | 15.67 |
| | Current Rate | \$1,749,919 | \$1,846,646 | \$1,873,041 |
| Filled 9- & 12-Month Faculty | FTE | 16.00 | 18.00 | 17.00 |
| | Person Years | 11.95 | 13.45 | 12.70 |
| | Current Rate | \$1,335,036 | \$1,648,461 | \$1,581,019 |
| Vacant & Reserve Faculty | FTE | 3.00 | 1.00 | 2.00 |
| | Person Years | 2.24 | 0.75 | 1.49 |
| | Current Rate | \$321,610 | \$94,696 | \$196,300 |
| Summer Faculty | FTE | 3.56 | 5.95 | 4.63 |
| | Person Years | 0.35 | 0.59 | 0.48 |
| | Current Rate | \$39,180 | \$68,980 | \$62,517 |
| Filled Support | FTE | 2.00 | 1.00 | 1.00 |
| | Person Years | 2.00 | 1.00 | 1.00 |
| | Current Rate | \$54,093 | \$32,530 | \$33,205 |
| Vacant & Reserve Support | FTE | | 0.10 | |
| | Person Years | | 0.10 | |
| | Current Rate | | \$1,979 | |

E & G Expenditures by Budget Category, By Major Object code,Departments within School

College of Business

Marketing

| Category Code | Oject Code | 2004-05 | 2005-06 | 2006-07 |
|----------------------|--------------------------|--------------------|--------------------|--------------------|
| SALARY | FACULTY | \$1,523,838 | \$1,496,616 | \$1,791,448 |
| | USPS | \$52,047 | \$40,847 | \$32,379 |
| | FRINGE BENEFITS | \$389,524 | \$375,987 | \$448,259 |
| | OTHER SALARY | \$18,000 | \$1,000 | \$300 |
| SALARY | | \$1,983,409 | \$1,914,450 | \$2,272,386 |
| EXPENSE | EQUIPMENT & BOOKS | \$405 | | |
| | EXPENSE OTHER | | | \$37 |
| | PRINTING | \$212 | \$410 | \$186 |
| | TRAVEL | \$9,923 | \$19,738 | \$17,990 |
| EXPENSE | | \$10,540 | \$20,148 | \$18,213 |
| OPS | FACULTY ADJUNCTS | \$1,593 | \$397 | |
| | GRAD ASST | | | \$43 |
| OPS | | \$1,593 | \$397 | \$43 |
| | Department Total: | \$1,995,542 | \$1,934,995 | \$2,290,642 |

**COLLEGE OF BUSINESS
MARKETING**

E&G BUDGET & EXPENDITURES BY BUDGET CATEGORY (2002-03-2006-07)

| BEGINNING OF YEAR E&G OPERATING BUDGET | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|
| SALARY & BENEFITS | \$ 1,939,268 | \$ 2,012,030 | \$ 2,070,181 | \$ 2,173,318 | \$ 2,279,187 |
| OPS | \$ - | \$ - | \$ - | \$ - | \$ - |
| EXPENSE | \$ 12,800 | \$ 14,400 | \$ 16,477 | \$ 22,937 | \$ 20,276 |
| OCO | \$ - | \$ - | \$ - | \$ - | \$ - |
| | \$ - | \$ - | \$ - | \$ - | \$ - |
| TOTAL | \$ 1,952,068 | \$ 2,026,430 | \$ 2,086,658 | \$ 2,196,255 | \$ 2,299,463 |

PERCENT INCREASE 6.20% 3.81% 2.97% 5.25% 4.70%

PERCENT OF UNIVERSITY E&G OPERATING BUDG 0.53% 0.53% 0.49% 0.50% 0.49%

| END OF YEAR EXPENDITURES & ENCUMBRANCES | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|--|----------------|----------------|----------------|----------------|----------------|
| EDUCATION & GENERAL | | | | | |
| SALARY | | | | | |
| OPS | | | | | |
| EXPENSE | | | | | |
| OCO | | | | | |
| TOTAL | | | | | |

SOURCE: OPERATING BUDGETS

2002-03

2003-04

2004-05

2005-06

2006-07

**COLLEGE OF BUSINESS
MARKETING
C&G & OTHER FUND EXPENDITURES BY BUDGET CATEGORY (2001-02-2005-06)**

| | 2001-02 | 2002-03 | 2003-04 | 2004-05 | 2005-06 |
|-------------------------------|------------------|-----------------|------------------|------------------|---------------|
| CONTRACTS & GRANTS | | | | | |
| SALARY | \$ 17,056 | \$ 7,442 | \$ 11,993 | \$ 35,028 | \$ 914 |
| OPS | \$ - | \$ 1,148 | \$ 7,104 | \$ 2,030 | \$ - |
| EXPENSE | \$ - | \$ - | \$ 622 | \$ 109 | \$ 7 |
| OCO | \$ - | \$ - | \$ - | \$ - | \$ - |
| TOTAL | \$ 17,056 | \$ 8,590 | \$ 19,719 | \$ 37,167 | \$ 921 |
| AUXILIARY ENTERPRISES | | | | | |
| SALARY | \$ - | \$ - | \$ - | \$ - | \$ - |
| OPS | \$ - | \$ - | \$ - | \$ - | \$ - |
| EXPENSE | \$ - | \$ - | \$ - | \$ - | \$ - |
| OCO | \$ - | \$ - | \$ - | \$ - | \$ - |
| TOTAL | \$ - | \$ - | \$ - | \$ - | \$ - |
| CONCESSION FUNDS | | | | | |
| SALARY | \$ - | \$ - | \$ - | \$ - | \$ - |
| OPS | \$ - | \$ - | \$ - | \$ - | \$ - |
| EXPENSE | \$ - | \$ - | \$ - | \$ - | \$ - |
| OCO | \$ - | \$ - | \$ - | \$ - | \$ - |
| TOTAL | \$ - | \$ - | \$ - | \$ - | \$ - |
| ALL FUNDS | | | | | |
| SALARY | \$ 17,056 | \$ 7,442 | \$ 11,993 | \$ 35,028 | \$ 914 |
| OPS | \$ - | \$ 1,148 | \$ 7,104 | \$ 2,030 | \$ - |
| EXPENSE | \$ - | \$ - | \$ 622 | \$ 109 | \$ 7 |
| OCO | \$ - | \$ - | \$ - | \$ - | \$ - |
| TOTAL | \$ 17,056 | \$ 8,590 | \$ 19,719 | \$ 37,167 | \$ 921 |

SOURCE: OPERATING BUDGETS
2002-03
2003-04
2004-05
2005-06
2006-07

Name of Program:
Marketing

Quality Enhancement Review
Unit Accomplishment Summary
Teaching and Research Overview
2006-2007

ALL SOURCES

| Faculty member | Instructional assignment (%) | Number of organized courses taught (C,D,L) | Number of individualized courses (G,T,I,O,P,R,S,Z) | Instructional contact hours | Number of directed individual studies (DIS) | Number of PhD students supervised | Research assignment (%) | NRC-countable publications and/or creative products | ALL SOURCES | | | |
|----------------|------------------------------|--|--|-----------------------------|---|-----------------------------------|-------------------------|---|-------------------------------|----------------------------|---------------------------|-----------------------------|
| | | | | | | | | | Number of proposals submitted | Number of proposals funded | Total grant funds awarded | Number of honors and awards |
| BRADY | | 3.0 | 10.0 | 21.7 | | | | | | | | |
| BRENNAN | | 8.0 | 3.0 | 25.5 | | | | | | | | |
| BRUSCO | | 3.0 | 1.4 | 11.7 | | | | | | | | |
| CRONIN | | 4.0 | 8.0 | 20.0 | | | | | | | | |
| DARKE | | 3.0 | 0.2 | 9.3 | | | | | | | | |
| DOWNNS | | 3.0 | 3.0 | 10.5 | | | | | | | | |
| FLYNN | | 4.0 | 3.0 | 13.5 | | | | | | | | |
| GIUNIPERO | | 5.0 | 3.3 | 17.7 | | | | | | | | |
| GOLDSMITH | | 4.0 | 0.7 | 13.3 | | | | | | | | |
| HARTLINE | | 5.0 | 6.1 | 14.5 | | | | | | | | |
| HOFACKER | | 2.0 | 1.0 | 8.0 | | | | | | | | |
| KIM | | 4.0 | 1.5 | 13.5 | | | | | | | | |
| KNIGHT | | 8.0 | 8.0 | 22.8 | | | | | | | | |
| LARSEN | | 6.0 | 0.0 | 18.0 | | | | | | | | |
| LEE | | 3.0 | 1.3 | 10.2 | | | | | | | | |
| PALLETINO | | 8.0 | 3.0 | 26.0 | | | | | | | | |
| SHOWALTER | | 4.0 | 5.3 | 19.9 | | | | | | | | |
| SMITH | | 3.0 | 0.0 | 9.0 | | | | | | | | |
| SUM | | 80.0 | 58.8 | 284.9 | | | | | | | | |
| MEAN | | 4.4 | 3.3 | 15.8 | | | | | | | | |
| MEDIAN | | 4.0 | 3.0 | 14.0 | | | | | | | | |

Name of Program:
Marketing

**Quality Enhancement Review
Unit Accomplishment Summary
Instructional Activities
2006-2007**

| Faculty member | Instructional assignment (%) | Number of organized courses taught (C,D,L) | Total enrollment | Number of individualized courses (G,T,I,O,P,R,S,Z) | Total enrollment | Total instructional contact hours | Total student credit hours | Number of honors courses | Number of thesis/dissertation student committees |
|-----------------------|-------------------------------------|---|-------------------------|---|-------------------------|--|-----------------------------------|---------------------------------|---|
| BRADY | | 3.0 | 86 | 10.0 | 16 | 21.7 | 343.0 | | |
| BRENNAN | | 8.0 | 195 | 3.0 | 3 | 25.5 | 594.0 | | |
| BRUSCO | | 3.0 | 102 | 1.4 | 2 | 11.7 | 318.0 | | |
| CRONIN | | 4.0 | 180 | 8.0 | 16 | 20.0 | 585.0 | | |
| DARKE | | 3.0 | 141 | 0.2 | 0 | 9.3 | 423.0 | | |
| DOWNS | | 3.0 | 717 | 3.0 | 3 | 10.5 | 2,160.0 | | |
| FLYNN | | 4.0 | 497 | 3.0 | 3 | 13.5 | 1,503.0 | | |
| GIUNIPERO | | 5.0 | 82 | 3.3 | 4 | 17.7 | 258.0 | | |
| GOLDSMITH | | 4.0 | 81 | 0.7 | 1 | 13.3 | 252.0 | | |
| HARTLINE | | 5.0 | 103 | 6.1 | 7 | 14.5 | 345.0 | | |
| HOFACKER | | 2.0 | 39 | 1.0 | 1 | 8.0 | 129.0 | | |
| KIM | | 4.0 | 167 | 1.5 | 1 | 13.5 | 504.0 | | |
| KNIGHT | | 8.0 | 247 | 8.0 | 9 | 22.8 | 764.0 | | |
| LARSEN | | 6.0 | 284 | 0.0 | 0 | 18.0 | 852.0 | | |
| LEE | | 3.0 | 238 | 1.3 | 1 | 10.2 | 717.0 | | |
| PALLETINO | | 8.0 | 265 | 3.0 | 4 | 26.0 | 805.0 | | |
| SHOWALTER | | 4.0 | 32 | 5.3 | 9 | 19.9 | 117.0 | | |
| SMITH | | 3.0 | 224 | 0.0 | 0 | 9.0 | 672.0 | | |
| SUM | | 80.0 | 3,680 | 58.8 | 80 | 284.9 | 11,341.0 | | |
| MEAN | | 4.4 | 204 | 3.3 | 4 | 15.8 | 630.1 | | |
| MEDIAN | | 4.0 | 174 | 3.0 | 3 | 14.0 | 544.5 | | |