



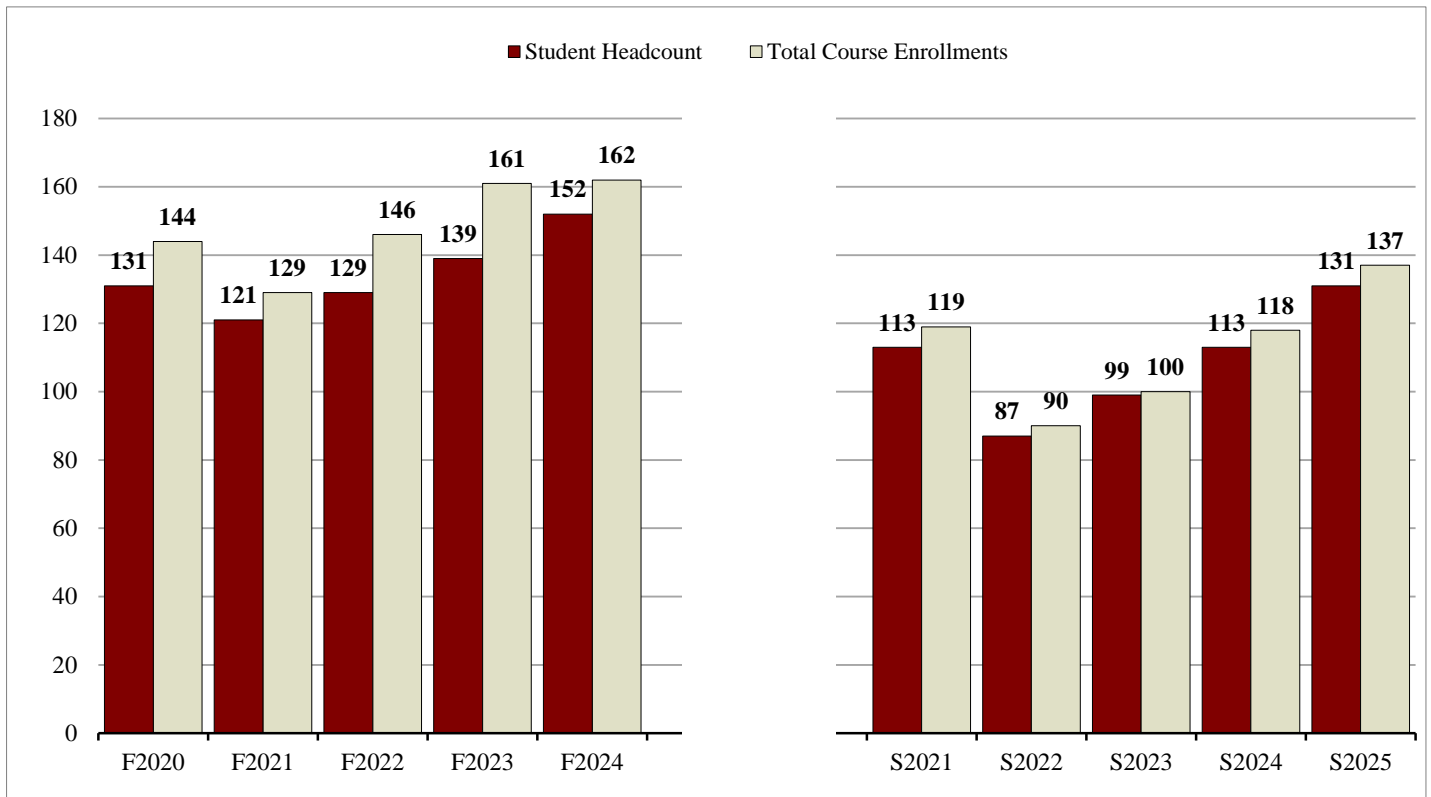
Las Positas College
Discipline Program Review Data Packet
Fall 2018 to Spring 2023

Discipline:
Marketing (MKTG)

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Headcount & Enrollment

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
Student Headcount	131	121	129	139	152	113	87	99	113	131
Total Course Enrollments	144	129	146	161	162	119	90	100	118	137



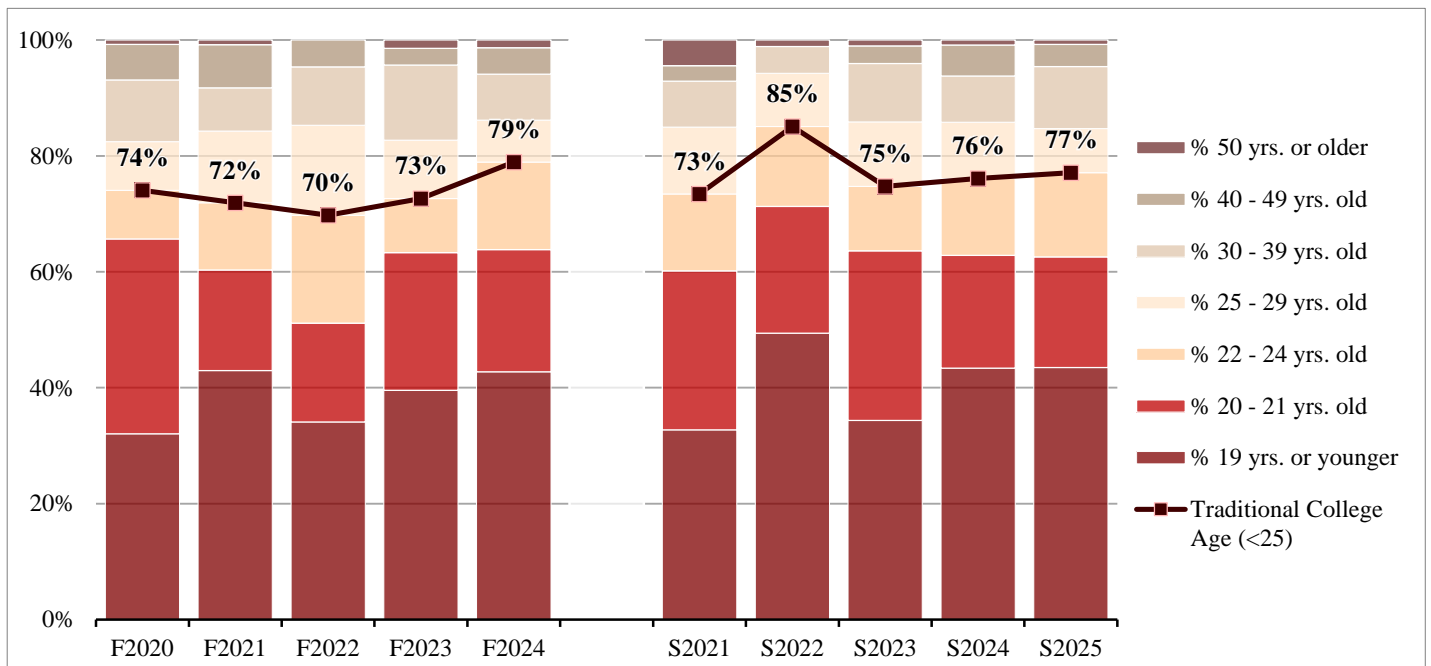
Definitions:

Student Headcount is the unduplicated count of students enrolled in all courses within the discipline.

Total Course Enrollments is the sum of all course enrollments (filled seats) within the discipline.

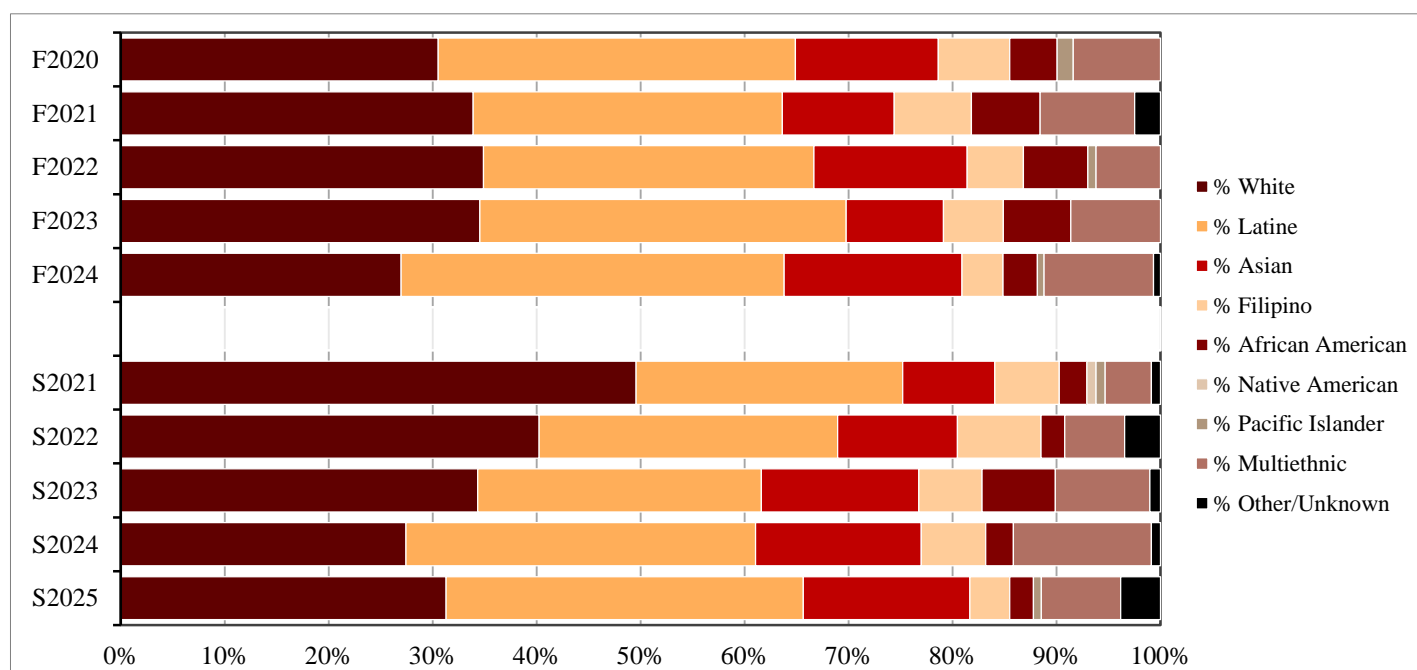
Student Demographics: Gender & Age

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
Female	63	62	61	66	81	58	39	47	65	69
Male	65	56	68	68	63	49	46	50	45	57
19 yrs. or younger	42	52	44	55	65	37	43	34	49	57
20-21 yrs. old	44	21	22	33	32	31	19	29	22	25
22-24 yrs. old	11	14	24	13	23	15	12	11	15	19
25-29 yrs. old	11	15	20	14	11	13	8	11	11	10
30-39 yrs. old	14	9	13	18	12	9	4	10	9	14
40-49 yrs. old	8	9	6	4	7	3	0	3	6	5
50 yrs. or older	1	1	0	2	2	5	1	1	1	1
% Female	49%	53%	47%	49%	56%	54%	46%	48%	59%	55%
% Male	51%	47%	53%	51%	44%	46%	54%	52%	41%	45%
% 19 yrs. or younger	32%	43%	34%	40%	43%	33%	49%	34%	43%	44%
% 20 - 21 yrs. old	34%	17%	17%	24%	21%	27%	22%	29%	19%	19%
% 22 - 24 yrs. old	8%	12%	19%	9%	15%	13%	14%	11%	13%	15%
% 25 - 29 yrs. old	8%	12%	16%	10%	7%	12%	9%	11%	10%	8%
% 30 - 39 yrs. old	11%	7%	10%	13%	8%	8%	5%	10%	8%	11%
% 40 - 49 yrs. old	6%	7%	5%	3%	5%	3%	0%	3%	5%	4%
% 50 yrs. or older	1%	1%	0%	1%	1%	4%	1%	1%	1%	1%



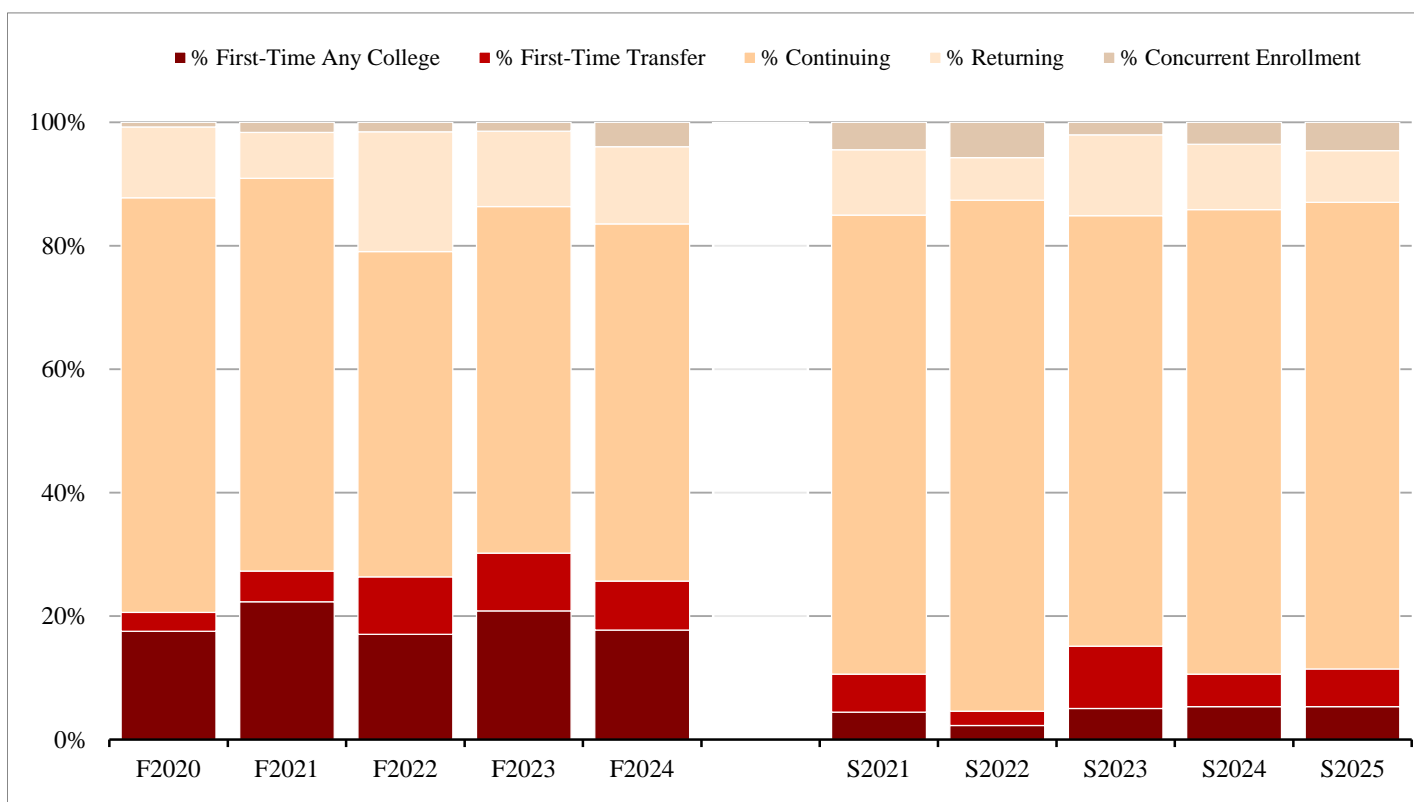
Student Demographic: Race-Ethnicity

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
African American	6	8	8	9	5	3	2	7	3	3
Asian	18	13	19	13	26	10	10	15	18	21
Filipino	9	9	7	8	6	7	7	6	7	5
Latine	45	36	41	49	56	29	25	27	38	45
Native American	0	0	0	0	0	1	0	0	0	0
Pacific Islander	2	0	1	0	1	1	0	0	0	1
White	40	41	45	48	41	56	35	34	31	41
Multiethnic	11	11	8	12	16	5	5	9	15	10
Other/Unknown	0	3	0	0	1	1	3	1	1	5
% African American	5%	7%	6%	6%	3%	3%	2%	7%	3%	2%
% Asian	14%	11%	15%	9%	17%	9%	11%	15%	16%	16%
% Filipino	7%	7%	5%	6%	4%	6%	8%	6%	6%	4%
% Latine	34%	30%	32%	35%	37%	26%	29%	27%	34%	34%
% Native American	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
% Pacific Islander	2%	0%	1%	0%	1%	1%	0%	0%	0%	1%
% White	31%	34%	35%	35%	27%	50%	40%	34%	27%	31%
% Multiethnic	8%	9%	6%	9%	11%	4%	6%	9%	13%	8%
% Other/Unknown	0%	2%	0%	0%	1%	1%	3%	1%	1%	4%



Student Enrollment Status

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
First-Time Any College	23	27	22	29	27	5	2	5	6	7
First-Time Transfer	4	6	12	13	12	7	2	10	6	8
Continuing	88	77	68	78	88	84	72	69	85	99
Returning	15	9	25	17	19	12	6	13	12	11
Concurrent Enrollment	1	2	2	2	6	5	5	2	4	6
% First-Time Any College	18%	22%	17%	21%	18%	4%	2%	5%	5%	5%
% First-Time Transfer	3%	5%	9%	9%	8%	6%	2%	10%	5%	6%
% Continuing	67%	64%	53%	56%	58%	74%	83%	70%	75%	76%
% Returning	11%	7%	19%	12%	13%	11%	7%	13%	11%	8%
% Concurrent Enrollment	1%	2%	2%	1%	4%	4%	6%	2%	4%	5%



Definitions:

First-Time Any College: Students enrolled in college for the first time.

First-Time Transfer: Students transferring to LPC in the current semester from another community college or university.

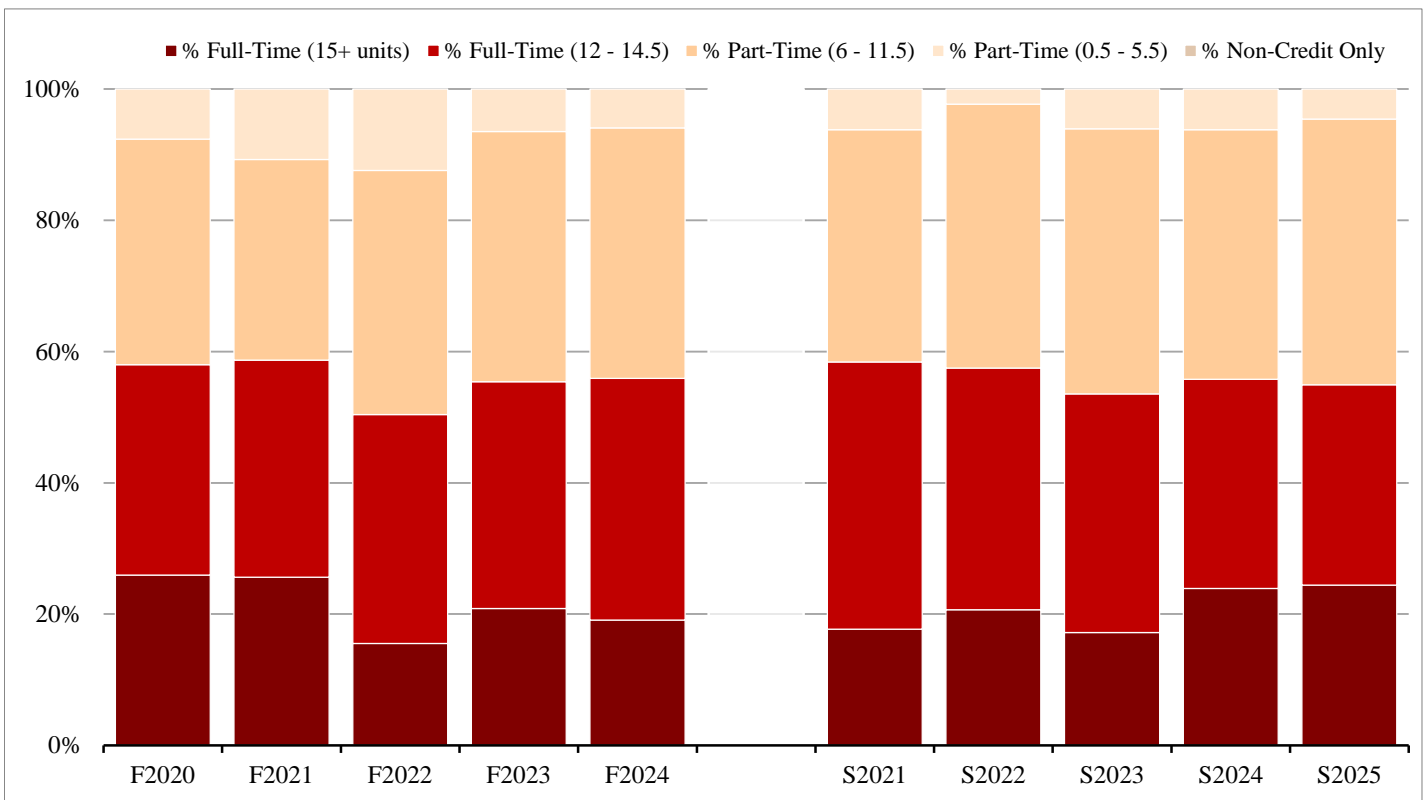
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

Returning: Students enrolled at LPC after an absence of one or more primary terms from the District.

Concurrent Enrollment: A special admit student currently enrolled in K-12.

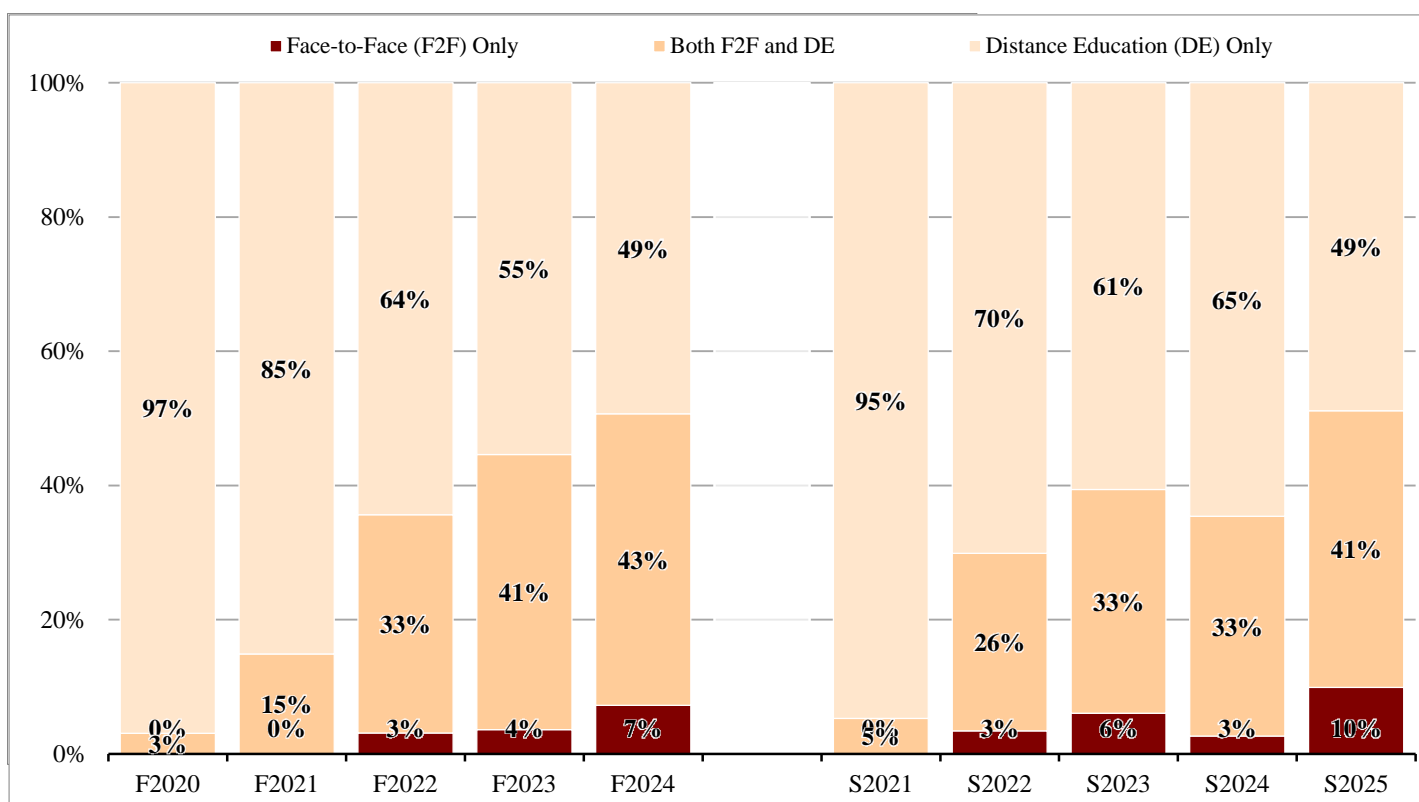
Student Unit Load

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
Full-Time (15+ units)	34	31	20	29	29	20	18	17	27	32
Full-Time (12 - 14.5 units)	42	40	45	48	56	46	32	36	36	40
Part-Time (6 - 11.5 units)	45	37	48	53	58	40	35	40	43	53
Part-Time (0.5 - 5.5 units)	10	13	16	9	9	7	2	6	7	6
Non-Credit Only	0	0	0	0	0	0	0	0	0	0
% Full-Time (15+ units)	26%	26%	16%	21%	19%	18%	21%	17%	24%	24%
% Full-Time (12 - 14.5)	32%	33%	35%	35%	37%	41%	37%	36%	32%	31%
% Part-Time (6 - 11.5)	34%	31%	37%	38%	38%	35%	40%	40%	38%	40%
% Part-Time (0.5 - 5.5)	8%	11%	12%	6%	6%	6%	2%	6%	6%	5%
% Non-Credit Only	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%



Students Using Distance Education

Marketing (MKTG)										
<i>(Categories reflect college-wide coursework)</i>	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
Face-to-Face (F2F) Only	0	0	4	5	11	0	3	6	3	13
Both F2F and DE	4	18	42	57	66	6	23	33	37	54
Distance Education (DE) Only	127	103	83	77	75	107	61	60	73	64
% Face-to-Face (F2F) Only	0%	0%	3%	4%	7%	0%	3%	6%	3%	10%
% Both F2F and DE	3%	15%	33%	41%	43%	5%	26%	33%	33%	41%
% Distance Education (DE) Only	97%	85%	64%	55%	49%	95%	70%	61%	65%	49%



Definitions:

Distance Education (DE) includes enrollments in course sections that deliver course content online. Courses are categorized using the following methods:

Prior to Summer 2020, via section numbers (i.e., start with 'DE', 'HD', 'LD' and 'LO'); courses with 51% of content delivered online.

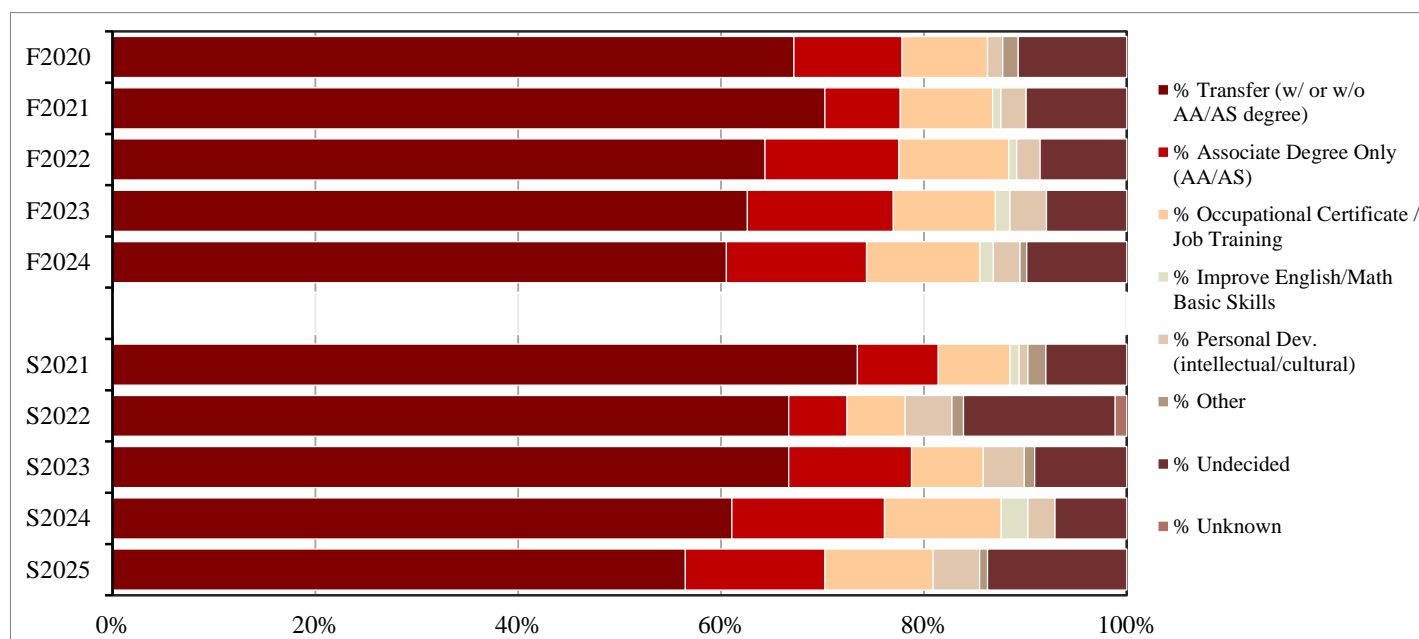
In Summer 2020 and Fall 2020, due to the COVID-19 pandemic, via web comments for each section; identified as any with an online component.

In Spring 2021 and Summer 2021, via section numbers (i.e., 'A##', 'S##', 'B##', 'H##', 'HF#').

Since Fall 2021 to present, via course attributes identifying course modality, or, when no attributes are provided, via section numbers (as previously indicated).

Student Educational Goal

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
Transfer (w/ or w/o AA/AS degree)	88	85	83	87	92	83	58	66	69	74
Associate Degree Only (AA/AS)	14	9	17	20	21	9	5	12	17	18
Occupational Certificate / Job Training	11	11	14	14	17	8	5	7	13	14
Improve English/Math Basic Skills	0	1	1	2	2	1	0	0	3	0
Personal Development (intellectual/cultural)	2	3	3	5	4	1	4	4	3	6
Other	2	0	0	0	1	2	1	1	0	1
Undecided	14	12	11	11	15	9	13	9	8	18
Unknown	0	0	0	0	0	0	1	0	0	0
% Transfer (w/ or w/o AA/AS degree)	67%	70%	64%	63%	61%	73%	67%	67%	61%	56%
% Associate Degree Only (AA/AS)	11%	7%	13%	14%	14%	8%	6%	12%	15%	14%
% Occupational Certificate / Job Training	8%	9%	11%	10%	11%	7%	6%	7%	12%	11%
% Improve English/Math Basic Skills	0%	1%	1%	1%	1%	1%	0%	0%	3%	0%
% Personal Dev. (intellectual/cultural)	2%	2%	2%	4%	3%	1%	5%	4%	3%	5%
% Other	2%	0%	0%	0%	1%	2%	1%	1%	0%	1%
% Undecided	11%	10%	9%	8%	10%	8%	15%	9%	7%	14%
% Unknown	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%



Definitions:

Transfer: Students who want to transfer to a 4-year university. Includes students enrolled in 4-year institutions completing requirements at LPC.

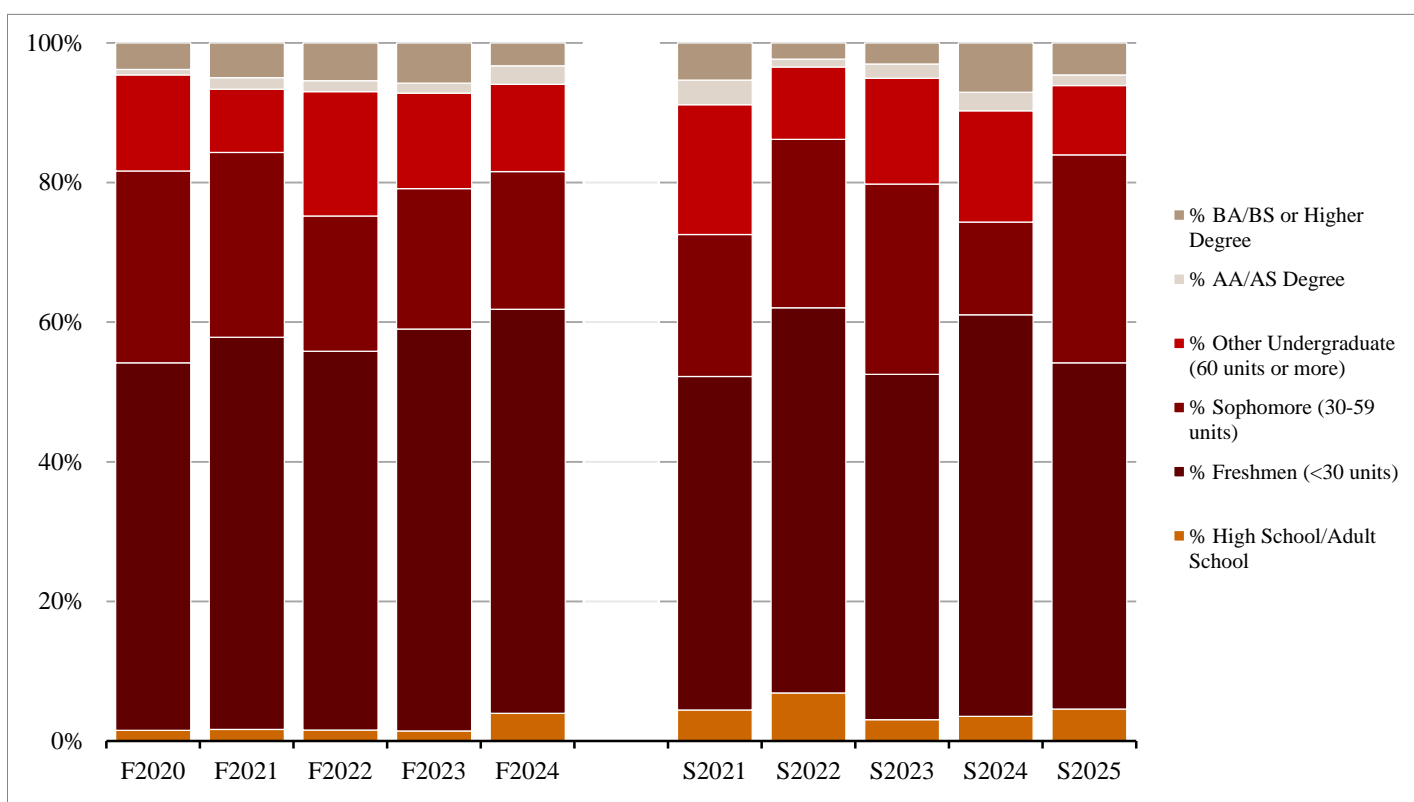
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

Personal Development: Students taking courses for intellectual and/or cultural development.

Other: Students completing diploma/GED requirements or moving from non-credit to credit courses. Data from admission application.

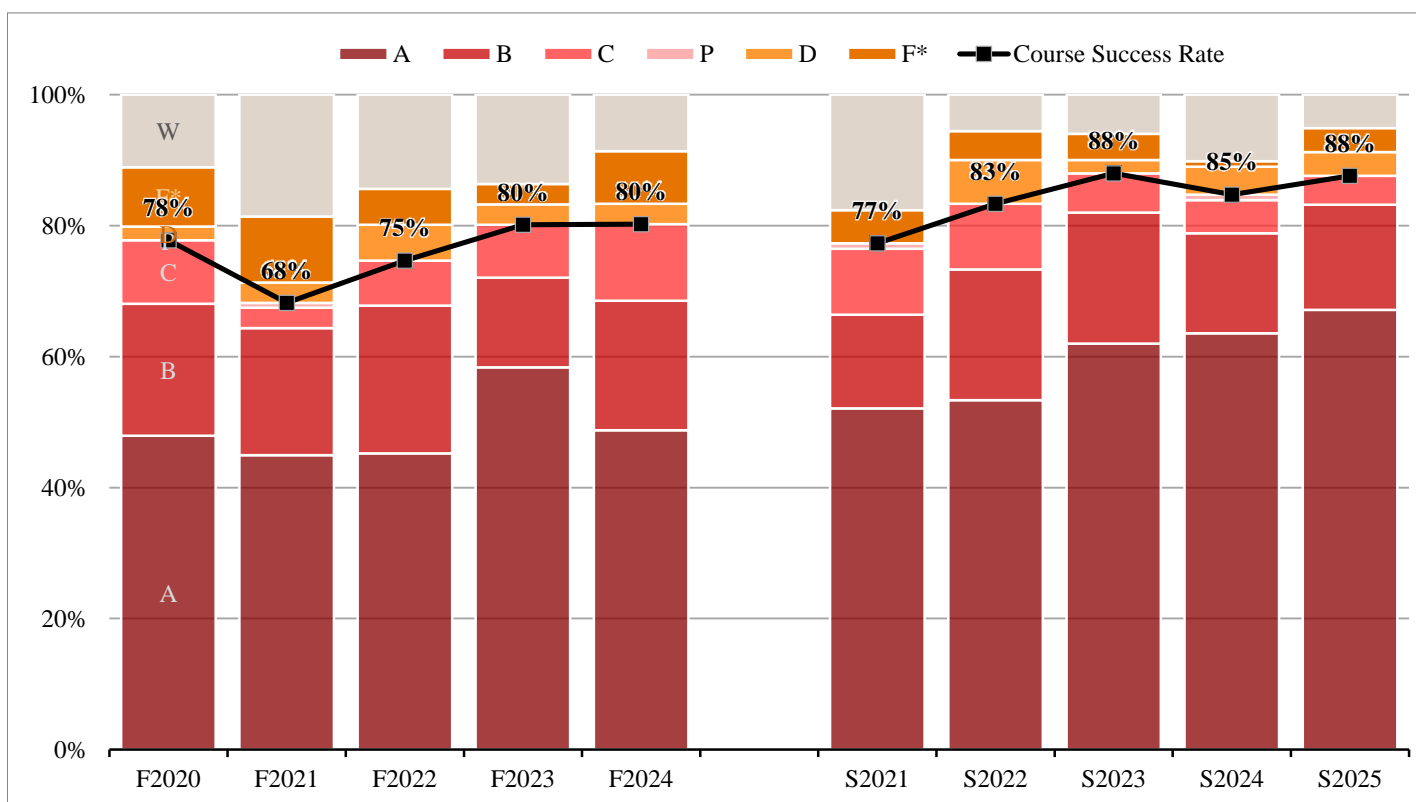
Highest Educational Level of Students

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
High School/Adult School	2	2	2	2	6	5	6	3	4	6
Freshmen (<30 units)	69	68	70	80	88	54	48	49	65	65
Sophomore (30-59 units)	36	32	25	28	30	23	21	27	15	39
Other Undergraduate (60 units or more)	18	11	23	19	19	21	9	15	18	13
AA/AS Degree	1	2	2	2	4	4	1	2	3	2
BA/BS or Higher Degree	5	6	7	8	5	6	2	3	8	6
% High School/Adult School	2%	2%	2%	1%	4%	4%	7%	3%	4%	5%
% Freshmen (<30 units)	53%	56%	54%	58%	58%	48%	55%	49%	58%	50%
% Sophomore (30-59 units)	27%	26%	19%	20%	20%	20%	24%	27%	13%	30%
% Other Undergraduate (60 units or more)	14%	9%	18%	14%	13%	19%	10%	15%	16%	10%
% AA/AS Degree	1%	2%	2%	1%	3%	4%	1%	2%	3%	2%
% BA/BS or Higher Degree	4%	5%	5%	6%	3%	5%	2%	3%	7%	5%



Student Performance: Grade Distribution

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
Total Course Enrollments	144	129	146	161	162	119	90	100	118	137
Course Success Rates	78%	68%	75%	80%	80%	77%	83%	88%	85%	88%
A	48%	45%	45%	58%	49%	52%	53%	62%	64%	67%
B	20%	19%	23%	14%	20%	14%	20%	20%	15%	16%
C	10%	3%	7%	8%	12%	10%	10%	6%	5%	4%
P	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%
Course Non-Success Rate	11%	13%	11%	6%	11%	5%	11%	6%	5%	7%
D	2%	3%	5%	3%	3%	0%	7%	2%	4%	4%
F*	9%	10%	5%	3%	8%	5%	4%	4%	1%	4%
Withdrawals (See Note)	11%	19%	14%	14%	9%	18%	6%	6%	10%	5%



Definitions:

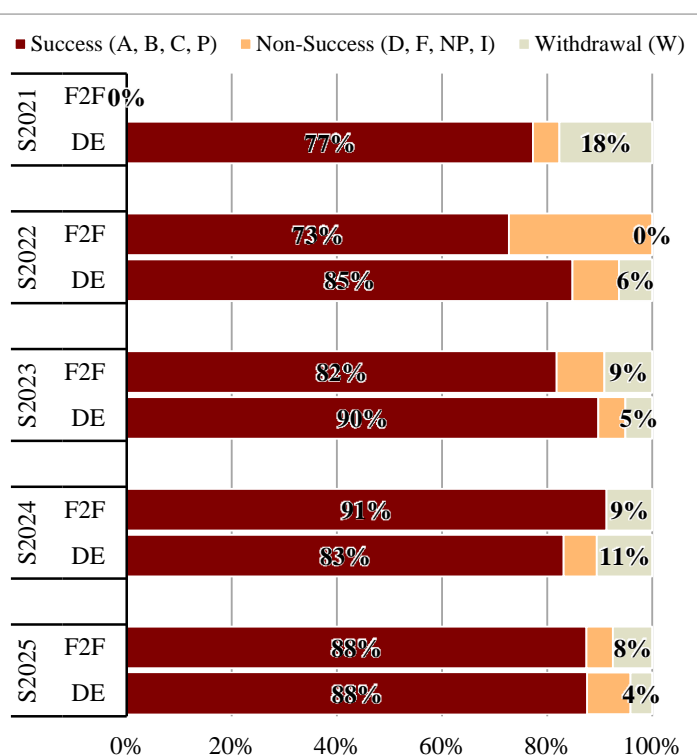
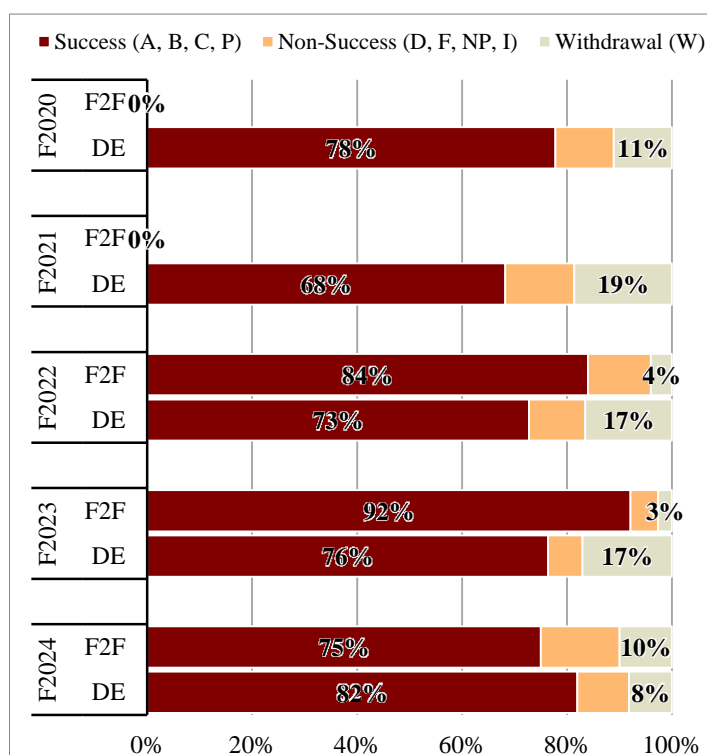
Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D' or F* (includes: 'F', 'NP', 'T', 'NCD', 'NCF', or 'NCNP').

Withdrawals are the share of course enrollments resulting in (1) a grade notation of 'W', 'MW', or 'EW', or, (2) a course dropped due to COVID-19.

Student Performance: Distance Education

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
Total Course Enrollments	144	129	146	161	162	119	90	100	118	137
Face-to-Face (F2F) Sections	0	0	25	38	40	0	11	22	23	40
Success Rates	—	—	84%	92%	75%	—	73%	82%	91%	88%
Non-Success Rates	—	—	12%	5%	15%	—	27%	9%	0%	5%
Withdrawals	—	—	4%	3%	10%	—	0%	9%	9%	8%
Distance Education (DE) Sections	144	129	121	123	122	119	79	78	95	97
Success Rates	78%	68%	73%	76%	82%	77%	85%	90%	83%	88%
Non-Success Rates	11%	13%	11%	7%	10%	5%	9%	5%	6%	8%
Withdrawals	11%	19%	17%	17%	8%	18%	6%	5%	11%	4%



Definitions:

Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

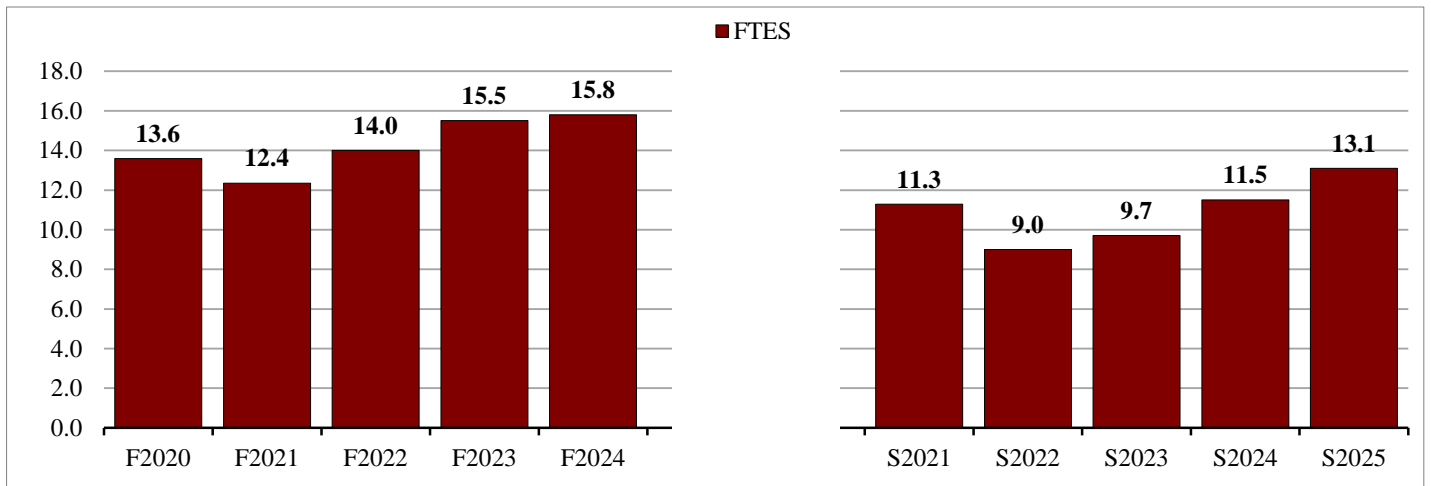
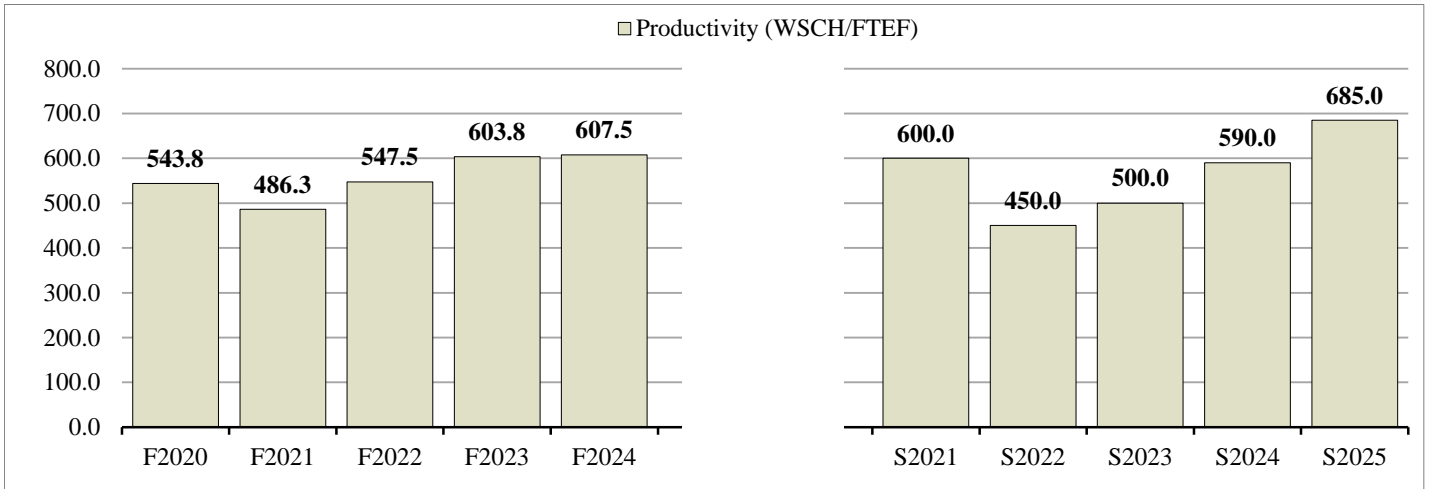
Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D', 'F', 'NP', 'T', 'NCD', 'NCF', or 'NCNP'.

Withdrawals are the share of course enrollments resulting in (1) a grade notation of 'W', 'MW', or 'EW', or, (2) a course dropped due to COVID-19.

Distance Education (DE) includes enrollments in course sections that deliver course content online. (see note in "Students Using Distance Education" for details.)

Enrollment Management: Part 1

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
WSCH	435	389	438	483	486	360	270	300	354	411
FTES	13.6	12.4	14.0	15.5	15.8	11.3	9.0	9.7	11.5	13.1
FTEF	0.8	0.8	0.8	0.8	0.8	0.6	0.6	0.6	0.6	0.6
Productivity (WSCH/FTEF)	543.8	486.3	547.5	603.8	607.5	600.0	450.0	500.0	590.0	685.0



Definitions:

WSCH is the total Weekly Student Contact Hours resulting from all enrollment within the discipline.

FTES is the total Full Time Equivalent Student value resulting from all enrollment within the discipline.

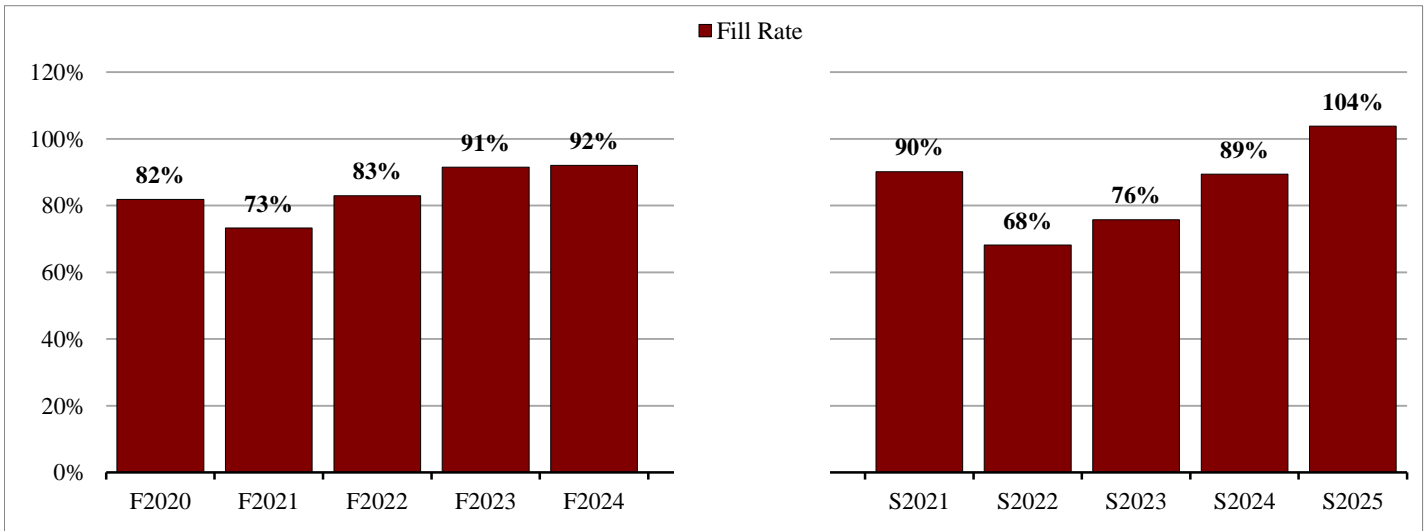
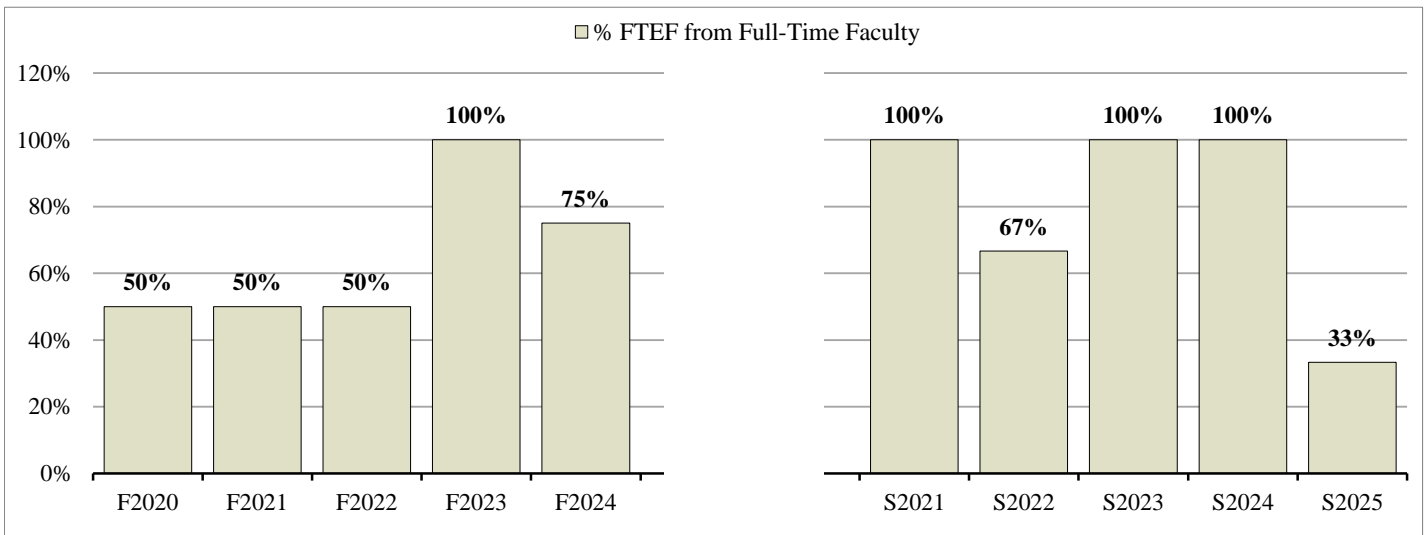
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

Productivity is the ratio of WSCH to FTEF and a standard measure of discipline efficiency.

Note: Enrollment Management data are of all courses accounted except NTUT / TUTR 200; latest data accessed on 7/25/23.

Enrollment Management: Part 2

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2020	F2021	F2022	F2023	F2024	S2021	S2022	S2023	S2024	S2025
FTEF from Full-Time Faculty	0.4	0.4	0.4	0.8	0.6	0.6	0.4	0.6	0.6	0.2
% FTEF from Full-Time Faculty	50%	50%	50%	100%	75%	100%	67%	100%	100%	33%
Enrollments	144	129	146	161	162	119	90	100	118	137
Capacity (seats available)	176	176	176	176	176	132	132	132	132	132
Fill Rate	82%	73%	83%	91%	92%	90%	68%	76%	89%	104%



Definitions:

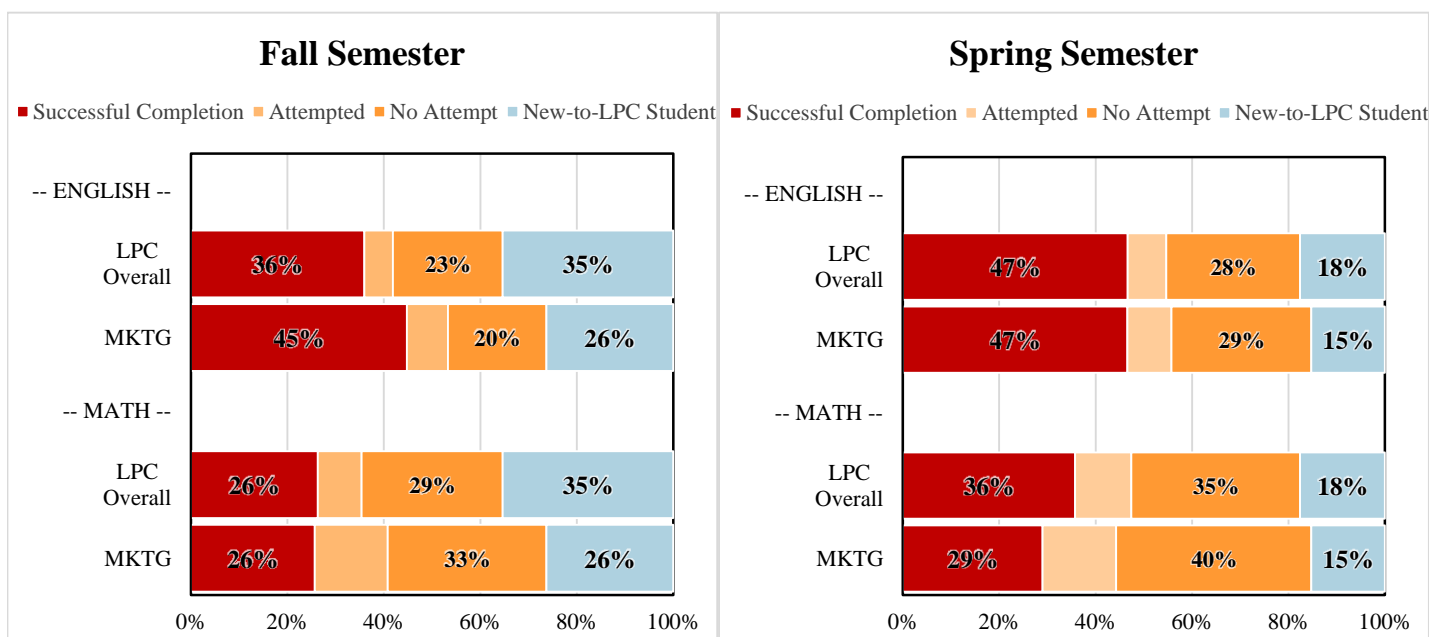
Fill Rate is number of enrollments over the total capacity (seats available).

% FTEF from Full-time Faculty is the FTEF generated by full-time faculty as load (i.e., excluding overload) divided by the total FTEF.

Note: Enrollment Management data are of all courses accounted except NTUT / TUTOR 200; latest data accessed on 7/25/23.

Prior Experience in English & Math

(English and math status prior to the start of the term)	Fall 2024				Spring 2025			
	MKTG		LPC Overall		MKTG		LPC Overall	
	Num	Pct	Num	Pct	Num	Pct	Num	Pct
Transfer-level English								
Successful Completion*	68	45%	2,993	36%	61	47%	3,734	47%
Attempted (not successful)	13	9%	492	6%	12	9%	641	8%
No Attempt	31	20%	1,892	23%	38	29%	2,223	28%
New-to-LPC Student	40	26%	2,946	35%	20	15%	1,409	18%
Transfer-level Math								
Successful Completion*	39	26%	2,189	26%	38	29%	2,859	36%
Attempted (not successful)	23	15%	757	9%	20	15%	935	12%
No Attempt	50	33%	2,431	29%	53	40%	2,804	35%
New-to-LPC Student	40	26%	2,946	35%	20	15%	1,409	18%



Definitions:

Transfer-Level English:

Successful Completion = earned a passing grade in ENG 1A or 1AEX, or attempted a higher transfer-level course in the sequence in prior terms.

Attempted (no successful completion) = attempted ENG 1A or 1AEX in prior terms but did not receive a passing grade.

No Prior Attempt = no prior enrollment in transfer-level English within the sequence.

New-to-LPC Student = students with no for credit enrollments within our district prior to the current term.

Transfer-Level Math:

Successful Completion = earned a passing grade in a transfer-level math course or attempted a higher transfer-level course in the sequence in prior terms.

Attempted (no successful completion) = attempted a entry transfer-level math course in prior terms but did not receive a passing grade.

No Prior Attempt = no prior enrollment in transfer-level math within the sequence.

New-to-LPC Student = students with no for credit enrollments within our district prior to the current term.