



Las Positas College

Discipline Program Review Data Packet

Spring 2018 to Spring 2022

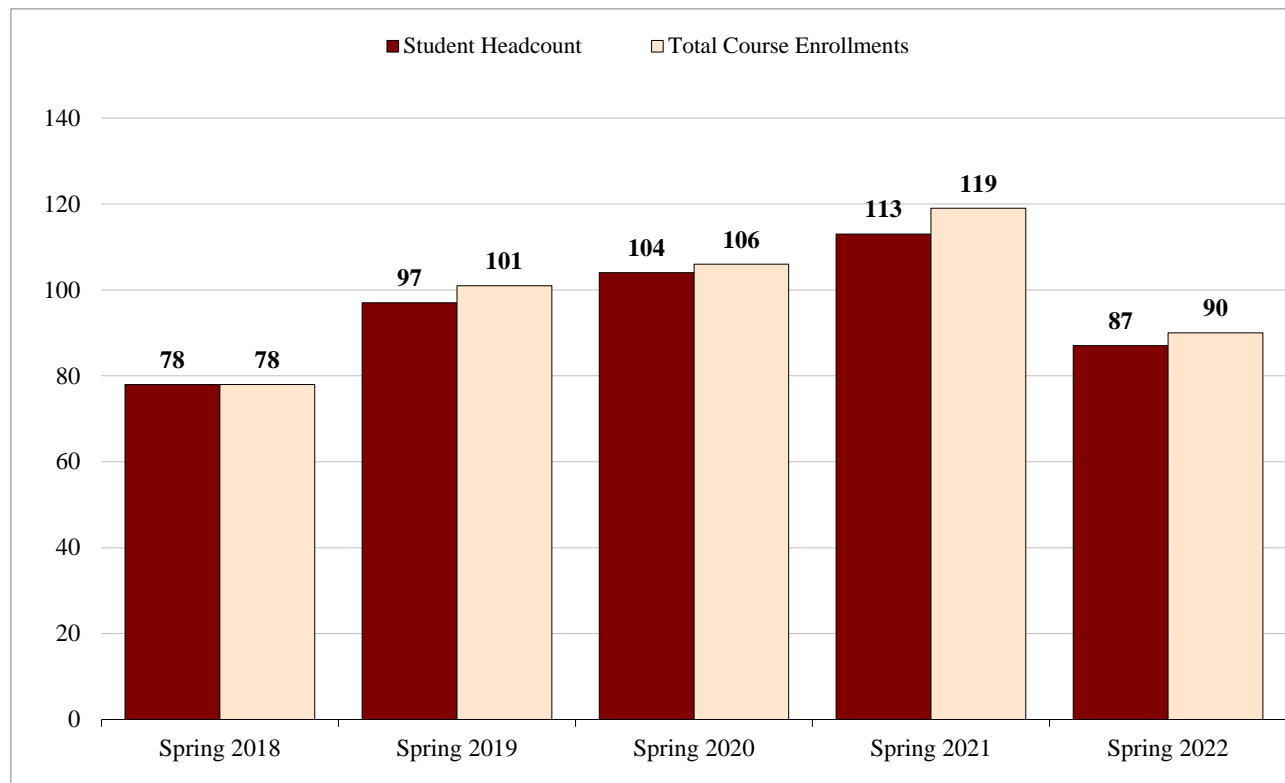
Discipline:

Marketing (MKTG)

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Headcount & Enrollment

| Marketing (MKTG) | | | | | |
|--------------------------|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| Student Headcount | 78 | 97 | 104 | 113 | 87 |
| Total Course Enrollments | 78 | 101 | 106 | 119 | 90 |



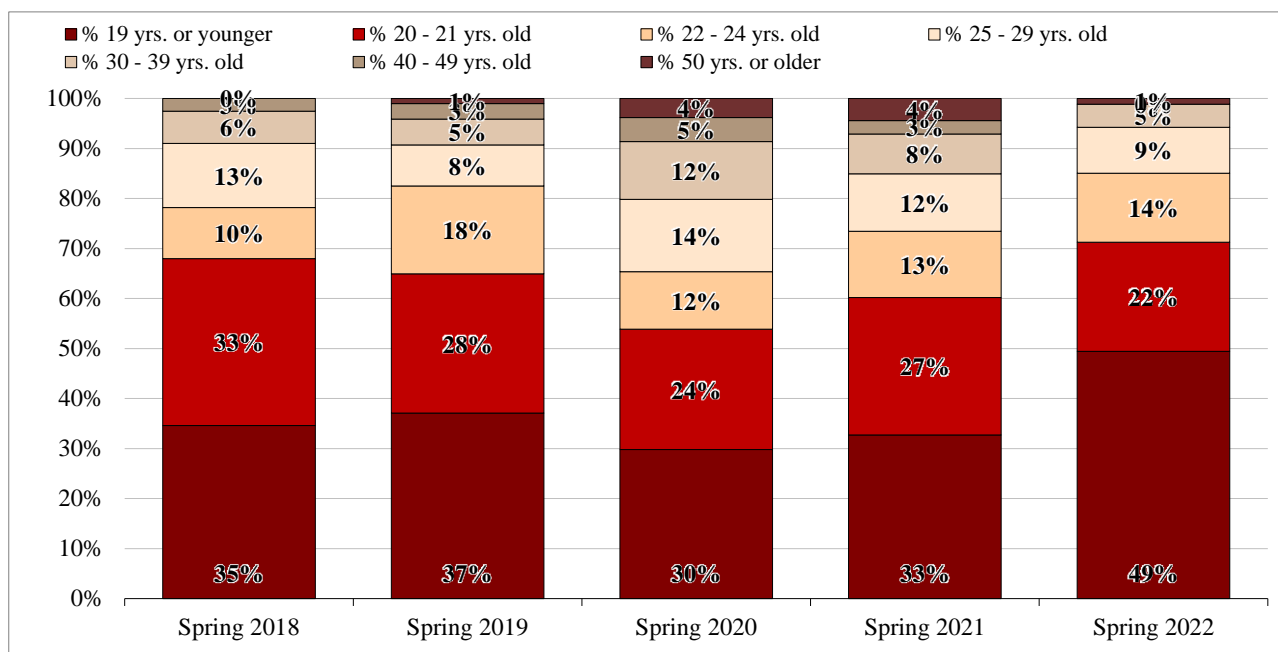
Definitions:

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.

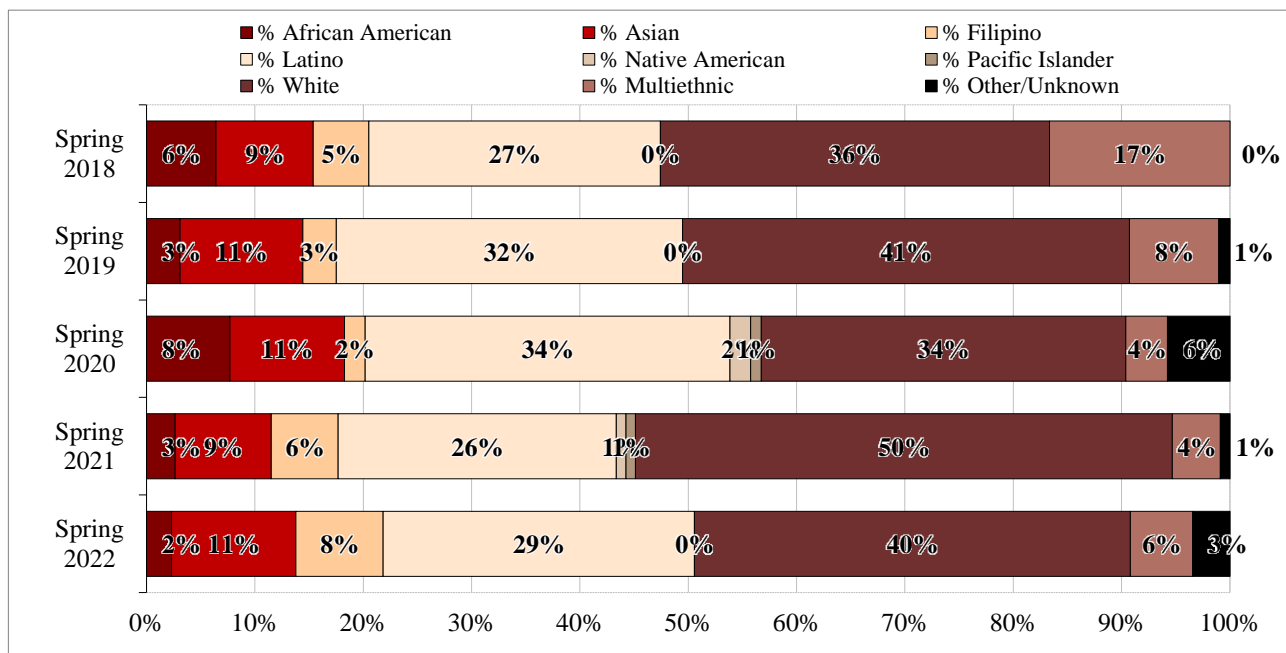
Student Demographics: Gender & Age

| Marketing (MKTG) | | | | | |
|----------------------|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| Female | 31 | 44 | 45 | 58 | 39 |
| Male | 45 | 52 | 54 | 49 | 46 |
| 19 yrs. or younger | 27 | 36 | 31 | 37 | 43 |
| 20-21 yrs. old | 26 | 27 | 25 | 31 | 19 |
| 22-24 yrs. old | 8 | 17 | 12 | 15 | 12 |
| 25-29 yrs. old | 10 | 8 | 15 | 13 | 8 |
| 30-39 yrs. old | 5 | 5 | 12 | 9 | 4 |
| 40-49 yrs. old | 2 | 3 | 5 | 3 | 0 |
| 50 yrs. or older | 0 | 1 | 4 | 5 | 1 |
| % Female | 41% | 46% | 45% | 54% | 46% |
| % Male | 59% | 54% | 55% | 46% | 54% |
| % 19 yrs. or younger | 35% | 37% | 30% | 33% | 49% |
| % 20 - 21 yrs. old | 33% | 28% | 24% | 27% | 22% |
| % 22 - 24 yrs. old | 10% | 18% | 12% | 13% | 14% |
| % 25 - 29 yrs. old | 13% | 8% | 14% | 12% | 9% |
| % 30 - 39 yrs. old | 6% | 5% | 12% | 8% | 5% |
| % 40 - 49 yrs. old | 3% | 3% | 5% | 3% | 0% |
| % 50 yrs. or older | 0% | 1% | 4% | 4% | 1% |



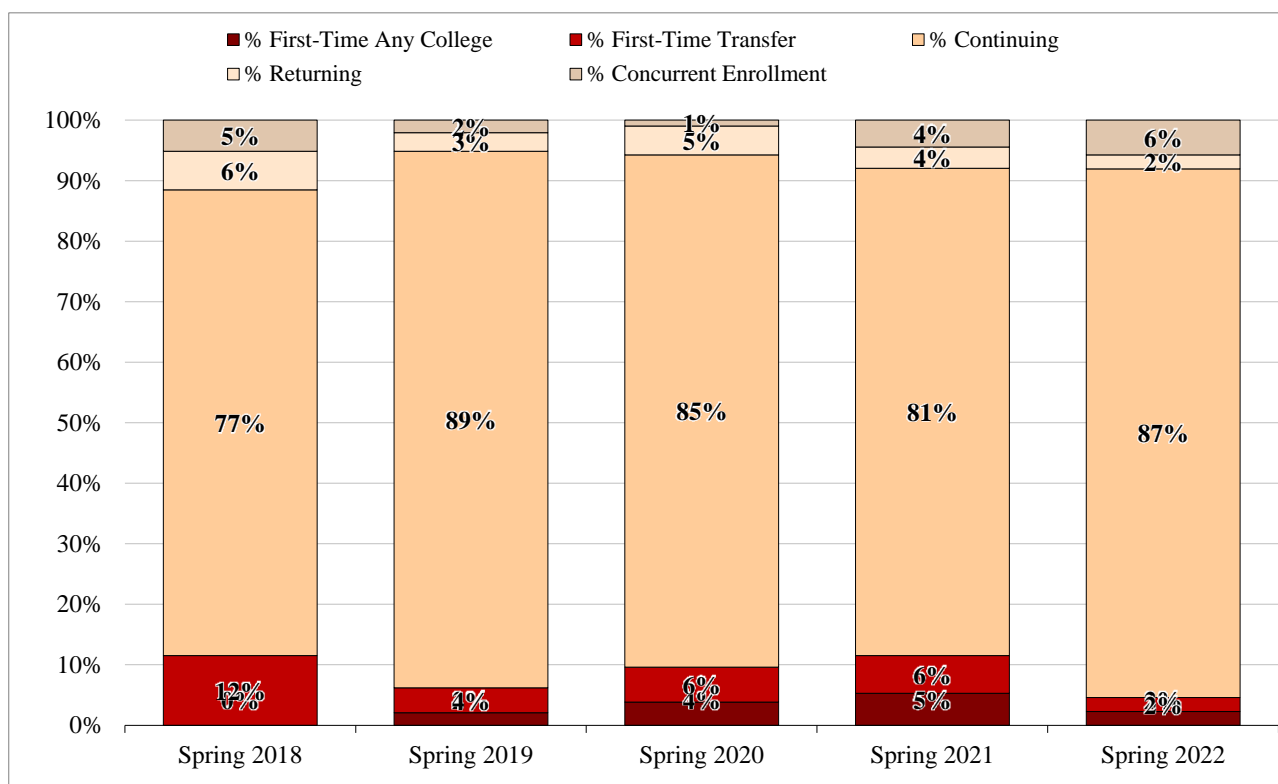
Student Demographic: Race-Ethnicity

| Marketing (MKTG) | | | | | |
|--------------------|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| African American | 5 | 3 | 8 | 3 | 2 |
| Asian | 7 | 11 | 11 | 10 | 10 |
| Filipino | 4 | 3 | 2 | 7 | 7 |
| Latino | 21 | 31 | 35 | 29 | 25 |
| Native American | 0 | 0 | 2 | 1 | 0 |
| Pacific Islander | 0 | 0 | 1 | 1 | 0 |
| White | 28 | 40 | 35 | 56 | 35 |
| Multiethnic | 13 | 8 | 4 | 5 | 5 |
| Other/Unknown | 0 | 1 | 6 | 1 | 3 |
| % African American | 6% | 3% | 8% | 3% | 2% |
| % Asian | 9% | 11% | 11% | 9% | 11% |
| % Filipino | 5% | 3% | 2% | 6% | 8% |
| % Latino | 27% | 32% | 34% | 26% | 29% |
| % Native American | 0% | 0% | 2% | 1% | 0% |
| % Pacific Islander | 0% | 0% | 1% | 1% | 0% |
| % White | 36% | 41% | 34% | 50% | 40% |
| % Multiethnic | 17% | 8% | 4% | 4% | 6% |
| % Other/Unknown | 0% | 1% | 6% | 1% | 3% |



Student Enrollment Status

| | Marketing (MKTG) | | | | |
|--------------------------|--------------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| First-Time Any College | 0 | 2 | 4 | 6 | 2 |
| First-Time Transfer | 9 | 4 | 6 | 7 | 2 |
| Continuing | 60 | 86 | 88 | 91 | 76 |
| Returning | 5 | 3 | 5 | 4 | 2 |
| Concurrent Enrollment | 4 | 2 | 1 | 5 | 5 |
| % First-Time Any College | 0% | 2% | 4% | 5% | 2% |
| % First-Time Transfer | 12% | 4% | 6% | 6% | 2% |
| % Continuing | 77% | 89% | 85% | 81% | 87% |
| % Returning | 6% | 3% | 5% | 4% | 2% |
| % Concurrent Enrollment | 5% | 2% | 1% | 4% | 6% |



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.

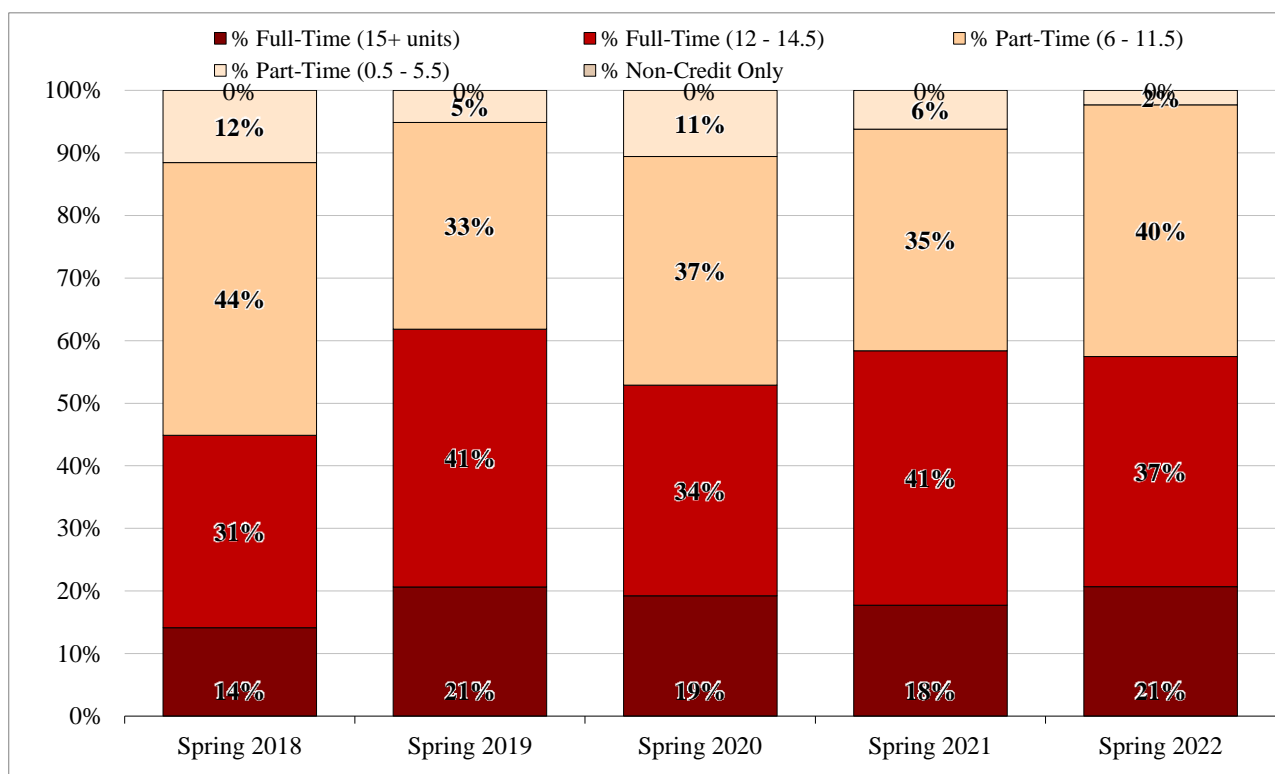
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

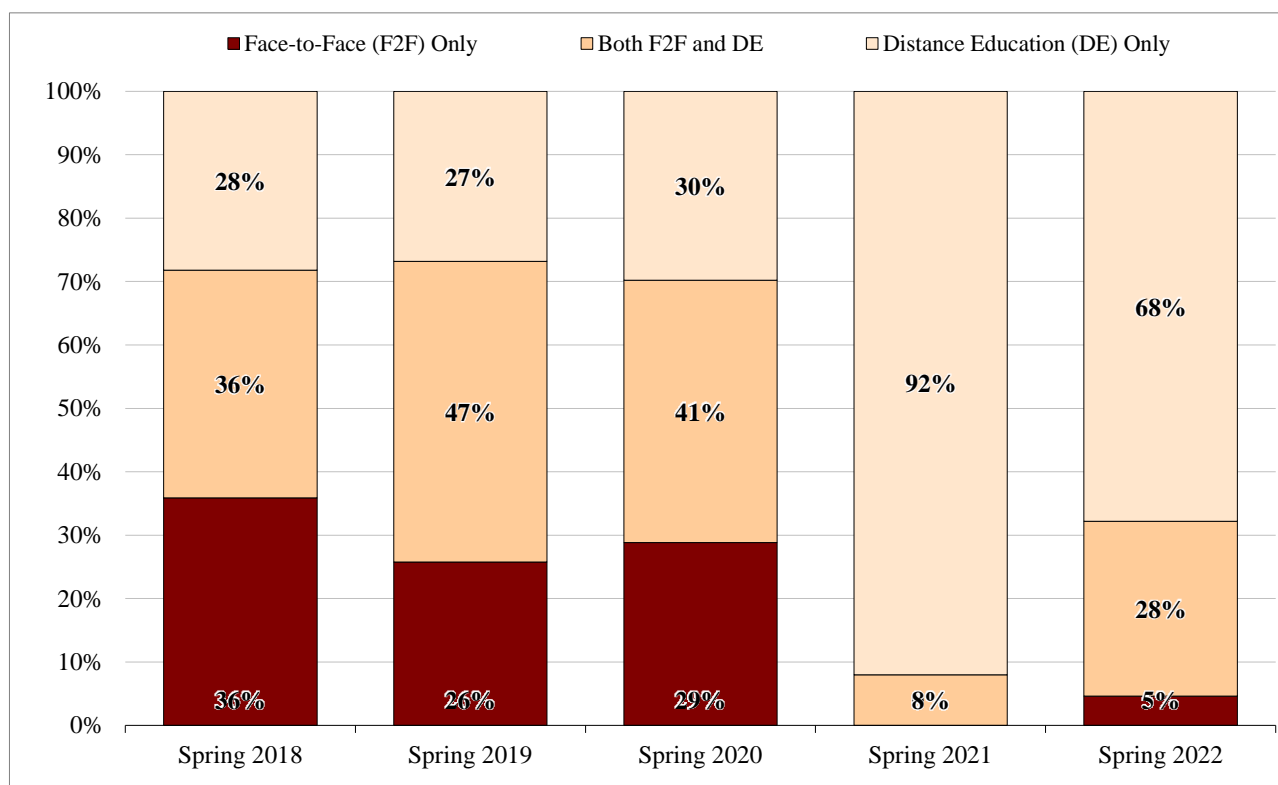
Student Unit Load

| Marketing (MKTG) | | | | | |
|-------------------------|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| Full-Time (15+ units) | 11 | 20 | 20 | 20 | 18 |
| Full-Time (12 - 14.5) | 24 | 40 | 35 | 46 | 32 |
| Part-Time (6 - 11.5) | 34 | 32 | 38 | 40 | 35 |
| Part-Time (0.5 - 5.5) | 9 | 5 | 11 | 7 | 2 |
| Non-Credit Only | 0 | 0 | 0 | 0 | 0 |
| % Full-Time (15+ units) | 14% | 21% | 19% | 18% | 21% |
| % Full-Time (12 - 14.5) | 31% | 41% | 34% | 41% | 37% |
| % Part-Time (6 - 11.5) | 44% | 33% | 37% | 35% | 40% |
| % Part-Time (0.5 - 5.5) | 12% | 5% | 11% | 6% | 2% |
| % Non-Credit Only | 0% | 0% | 0% | 0% | 0% |



Students Using Distance Education

| Marketing (MKTG) | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|
| <i>(Categories reflect college-wide coursework)</i> | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| Face-to-Face (F2F) Only | 28 | 25 | 30 | 0 | 4 |
| Both F2F and DE | 28 | 46 | 43 | 9 | 24 |
| Distance Education (DE) Only | 22 | 26 | 31 | 104 | 59 |
| % Face-to-Face (F2F) Only | 36% | 26% | 29% | 0% | 5% |
| % Both F2F and DE | 36% | 47% | 41% | 8% | 28% |
| % Distance Education (DE) Only | 28% | 27% | 30% | 92% | 68% |

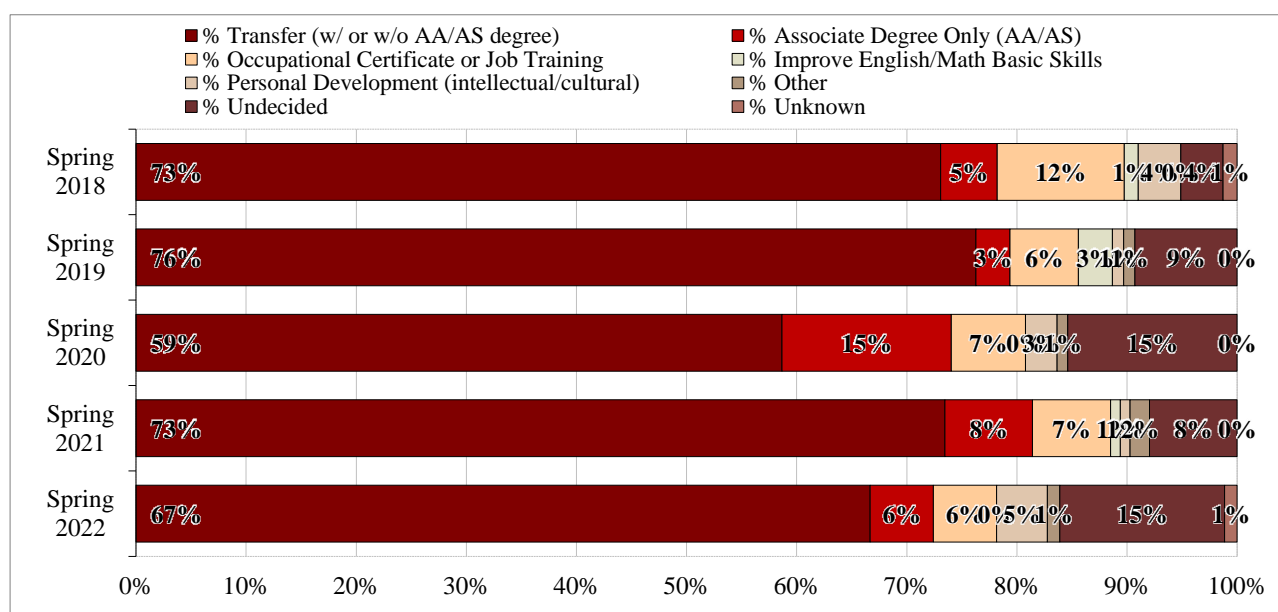


Definitions:

Distance Education (DE) includes enrollments in courses with section numbers designated as courses with 51% or more of instruction delivered online. Due to the COVID-19 pandemic, 2020-21 DE courses were distinguished through provisional designations.

Student Educational Goal

| Marketing (MKTG) | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| Transfer (w/ or w/o AA/AS degree) | 57 | 74 | 61 | 83 | 58 |
| Associate Degree Only (AA/AS) | 4 | 3 | 16 | 9 | 5 |
| Occupational Certificate or Job Training | 9 | 6 | 7 | 8 | 5 |
| Improve English/Math Basic Skills | 1 | 3 | 0 | 1 | 0 |
| Personal Development (intellectual/cultural) | 3 | 1 | 3 | 1 | 4 |
| Other | 0 | 1 | 1 | 2 | 1 |
| Undecided | 3 | 9 | 16 | 9 | 13 |
| Unknown | 1 | 0 | 0 | 0 | 1 |
| % Transfer (w/ or w/o AA/AS degree) | 73% | 76% | 59% | 73% | 67% |
| % Associate Degree Only (AA/AS) | 5% | 3% | 15% | 8% | 6% |
| % Occupational Certificate or Job Training | 12% | 6% | 7% | 7% | 6% |
| % Improve English/Math Basic Skills | 1% | 3% | 0% | 1% | 0% |
| % Personal Development (intellectual/cultural) | 4% | 1% | 3% | 1% | 5% |
| % Other | 0% | 1% | 1% | 2% | 1% |
| % Undecided | 4% | 9% | 15% | 8% | 15% |
| % Unknown | 1% | 0% | 0% | 0% | 1% |



Definitions:

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

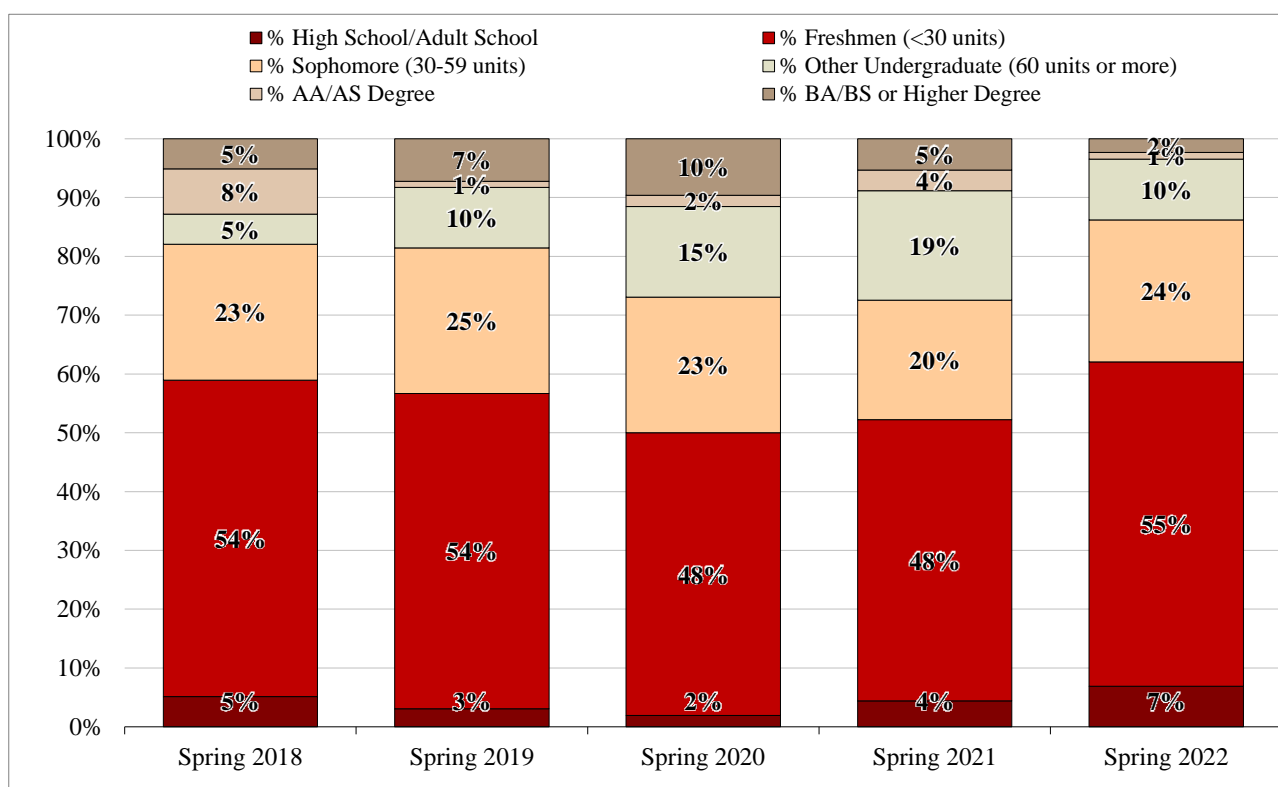
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

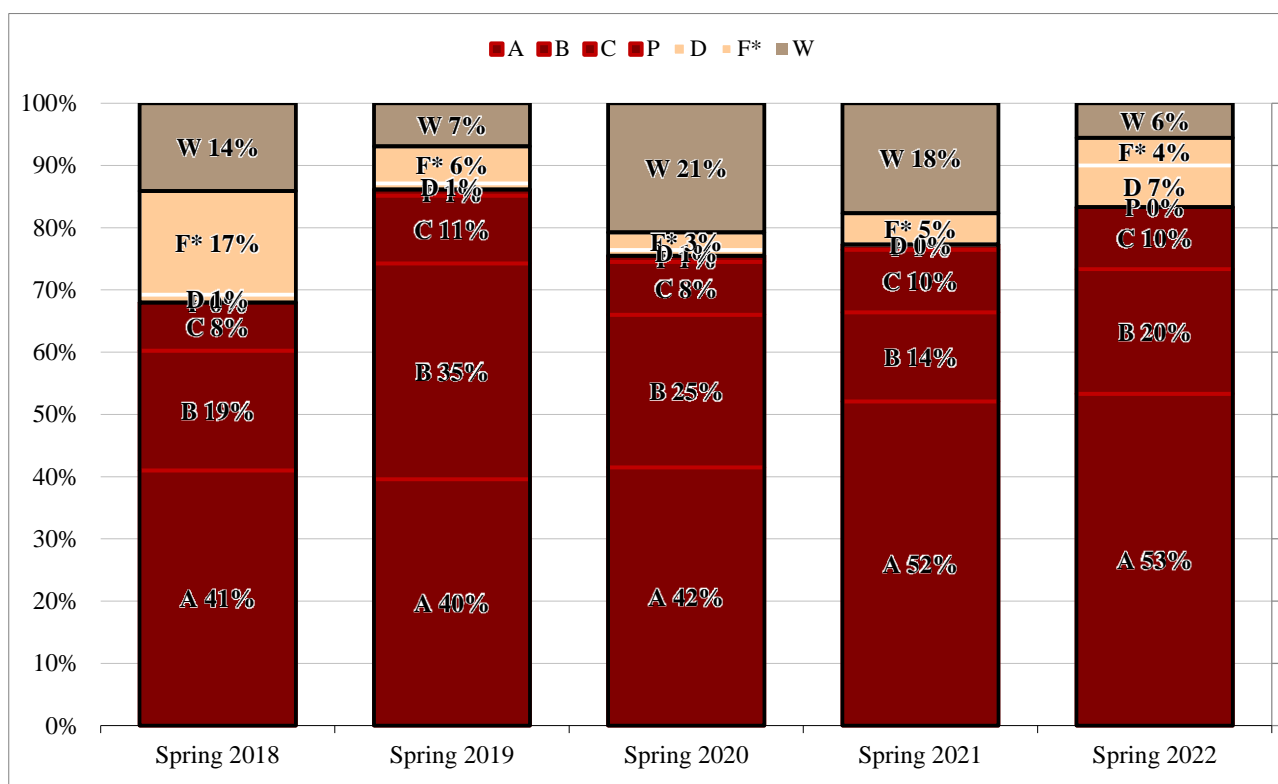
Highest Educational Level of Students

| Marketing (MKTG) | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| High School/Adult School | 4 | 3 | 2 | 5 | 6 |
| Freshmen (<30 units) | 42 | 52 | 50 | 54 | 48 |
| Sophomore (30-59 units) | 18 | 24 | 24 | 23 | 21 |
| Other Undergraduate (60 units or more) | 4 | 10 | 16 | 21 | 9 |
| AA/AS Degree | 6 | 1 | 2 | 4 | 1 |
| BA/BS or Higher Degree | 4 | 7 | 10 | 6 | 2 |
| % High School/Adult School | 5% | 3% | 2% | 4% | 7% |
| % Freshmen (<30 units) | 54% | 54% | 48% | 48% | 55% |
| % Sophomore (30-59 units) | 23% | 25% | 23% | 20% | 24% |
| % Other Undergraduate (60 units or more) | 5% | 10% | 15% | 19% | 10% |
| % AA/AS Degree | 8% | 1% | 2% | 4% | 1% |
| % BA/BS or Higher Degree | 5% | 7% | 10% | 5% | 2% |



Student Performance: Grade Distribution

| Marketing (MKTG) | | | | | |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| Total Course Enrollments | 78 | 101 | 106 | 119 | 90 |
| Course Success Rates | 68% | 86% | 75% | 77% | 83% |
| A | 41% | 40% | 42% | 52% | 53% |
| B | 19% | 35% | 25% | 14% | 20% |
| C | 8% | 11% | 8% | 10% | 10% |
| P | 0% | 1% | 1% | 1% | 0% |
| Course Non-Success Rate | 18% | 7% | 4% | 5% | 11% |
| D | 1% | 1% | 1% | 0% | 7% |
| F* | 17% | 6% | 3% | 5% | 4% |
| Withdrawals (See Note) | 14% | 7% | 21% | 18% | 6% |



Definitions:

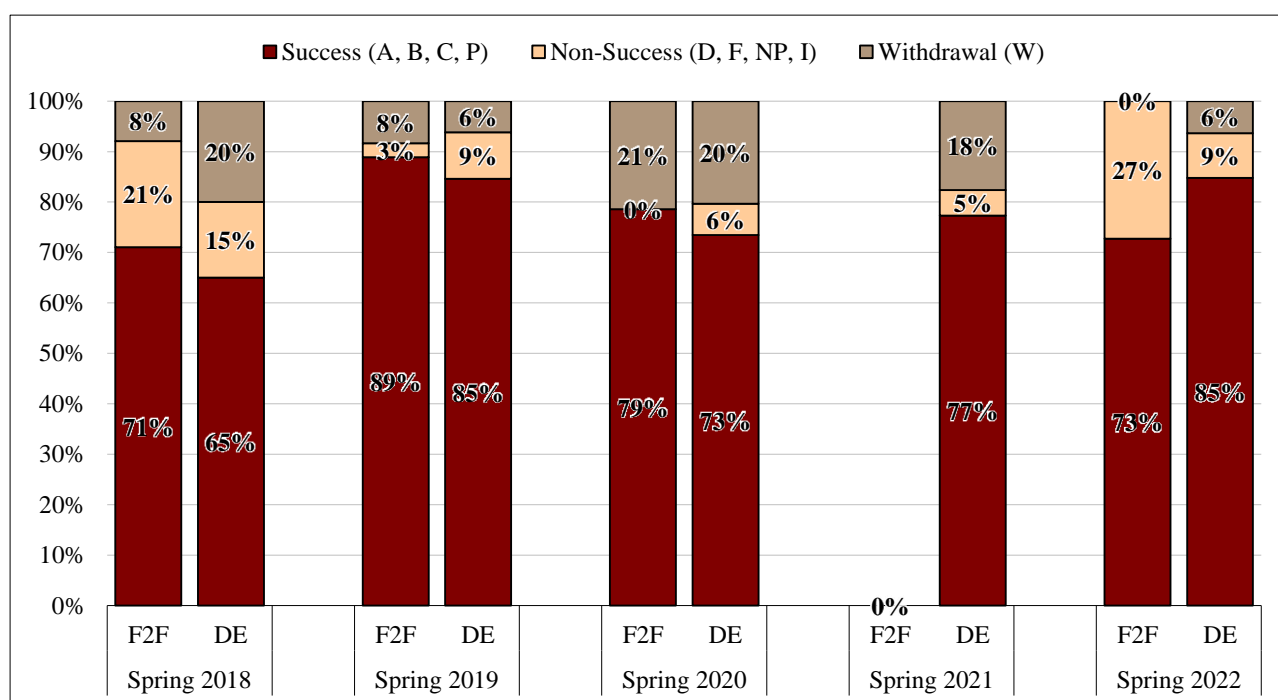
Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

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) | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| Total Course Enrollments | 78 | 101 | 106 | 119 | 90 |
| Face-to-Face (F2F) Sections | 38 | 36 | 42 | 0 | 11 |
| Success Rates | 71% | 89% | 79% | — | 73% |
| Non-Success Rates | 21% | 3% | 0% | — | 27% |
| Withdrawals | 8% | 8% | 21% | — | 0% |
| Distance Education (DE) Sections | 40 | 65 | 64 | 119 | 79 |
| Success Rates | 65% | 85% | 73% | 77% | 85% |
| Non-Success Rates | 15% | 9% | 6% | 5% | 9% |
| Withdrawals | 20% | 6% | 20% | 18% | 6% |



Definitions:

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

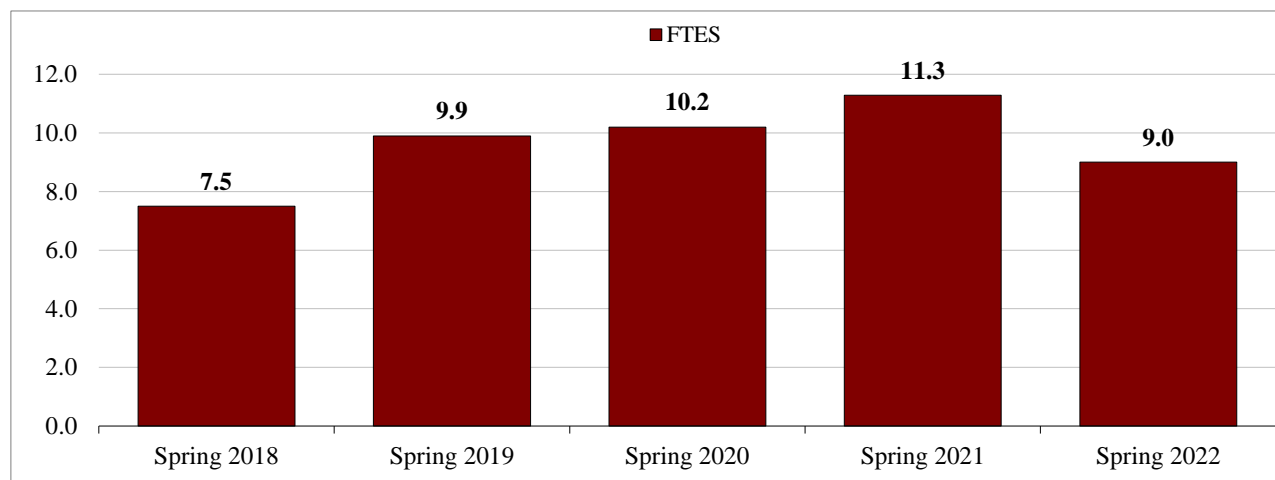
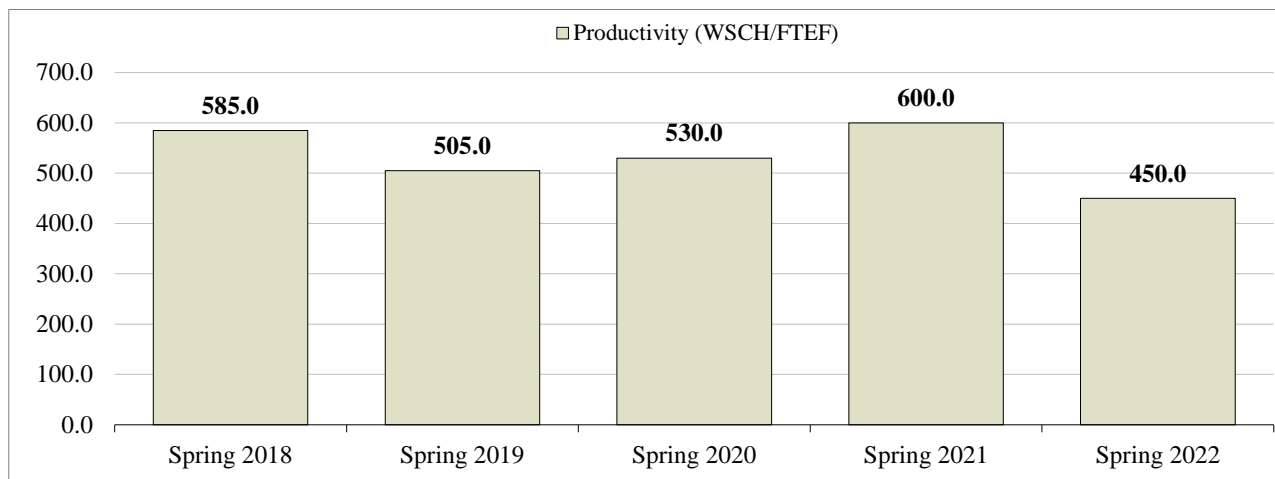
Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D', 'F', 'NP', 'T', 'NCD', 'NCF', or 'NCNP'.

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 begin with 'DE', 'HD', 'LD' and 'LO'. In 2020-21, due to the COVID-19 pandemic, DE sections were distinguished through provisional designations.

Enrollment Management: Part 1

| Marketing (MKTG) | | | | | |
|--------------------------|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| WSCH | 234 | 303 | 318 | 360 | 270 |
| FTES | 7.5 | 9.9 | 10.2 | 11.3 | 9.0 |
| FTEF | 0.4 | 0.6 | 0.6 | 0.6 | 0.6 |
| Productivity (WSCH/FTEF) | 585.0 | 505.0 | 530.0 | 600.0 | 450.0 |



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.

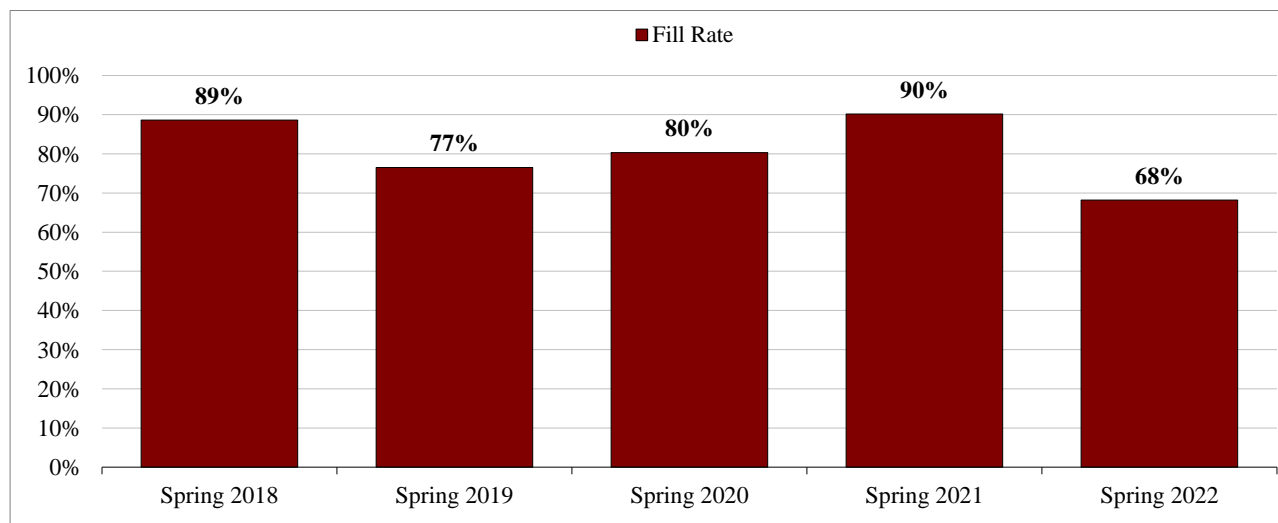
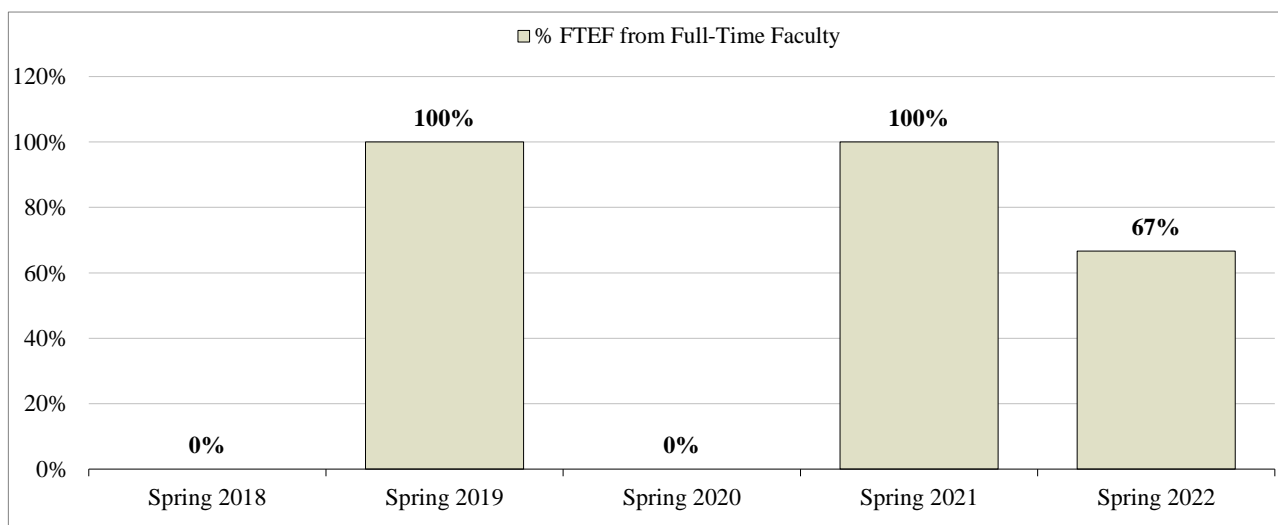
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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 7/20/21.

Enrollment Management: Part 2

| Marketing (MKTG) | | | | | |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| | Term | | | | |
| | Spring 2018 | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 |
| FTEF from Full-Time Faculty | 0.0 | 0.6 | 0.0 | 0.6 | 0.4 |
| % FTEF from Full-Time Faculty | 0% | 100% | 0% | 100% | 67% |
| Enrollments | 78 | 101 | 106 | 119 | 90 |
| Capacity (seats available) | 88 | 132 | 132 | 132 | 132 |
| Fill Rate | 89% | 77% | 80% | 90% | 68% |



Definitions:

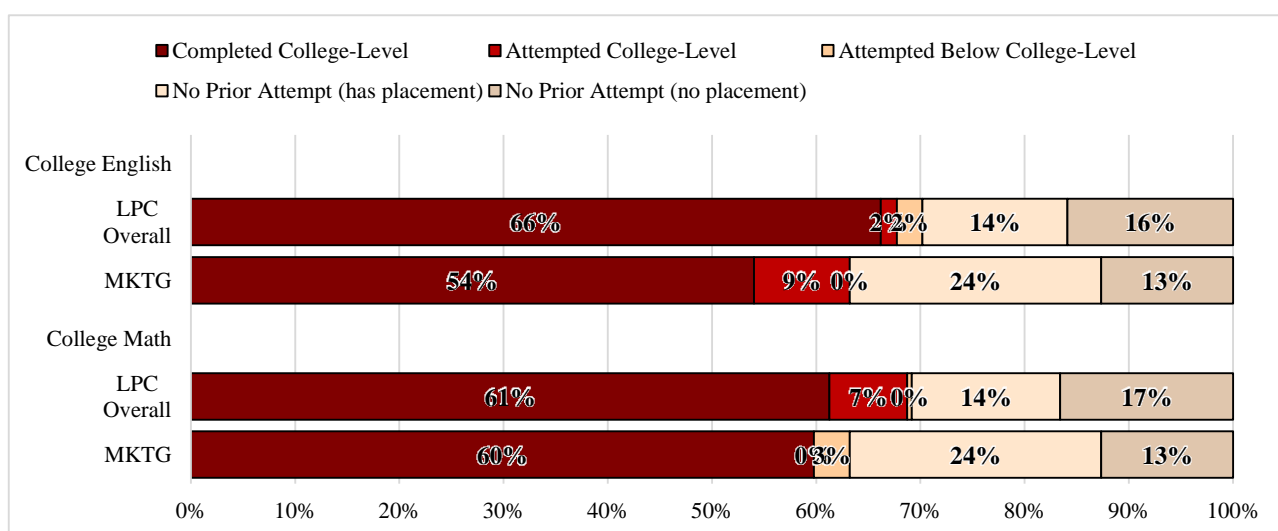
Fill Rate is number of enrollments over the total capacity (seats available).

% 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 / TUTR 200; latest data accessed on 7/20/21.

Prior Experience in English & Math

| | Spring 2022 | | | |
|----------------------------------|-------------|-----|-------------|-----|
| | MKTG | | LPC Overall | |
| | Num | Pct | Num | Pct |
| College English | | | | |
| Completed College-level | 47 | 54% | 4,022 | 61% |
| Attempted College-level | 8 | 9% | 490 | 7% |
| Attempted Below College-level | 0 | 0% | 30 | 0% |
| No Prior Attempt (has placement) | 21 | 24% | 934 | 14% |
| No Prior Attempt (no placement) | 11 | 13% | 1,089 | 17% |
| College Math | | | | |
| Completed College-level | 52 | 60% | 4,345 | 66% |
| Attempted College-level | 0 | 0% | 103 | 2% |
| Attempted Below College-level | 3 | 3% | 160 | 2% |
| No Prior Attempt (has placement) | 21 | 24% | 914 | 14% |
| No Prior Attempt (no placement) | 11 | 13% | 1,043 | 16% |



Definitions:

College English: **Completed College-level** = successfully completed ENG 1A, 1AEX, or attempted transfer level, or has earned at least an Associates degree.

Attempted College-level = attempted ENG 1A or 1AEX but has not successfully completed prior to indicated term.

Attempted Below College-level = attempted ENG 102, 104, 105, 100A, 100B, NENG 204, or ESL 25 prior to indicated term.

No Prior Attempt (has placement) = no previous English enrollments within the sequence but has used a placement tool.

No Prior Attempt (no placement) = no previous English enrollments within the sequence and did not utilize a placement tool.

College Math:

Completed College-level = successfully completed MATH 55, 50, NMAT 255 or 250, or attempted transfer level, or has earned at least an Associates degree.

Attempted College-level = attempted MATH 55, 50, NMAT 255 or 250 but has not successfully completed prior to indicated term.

Attempted Below College-level = attempted MATH 110, 107, NMAT 210 or 207 prior to indicated term.

No Prior Attempt (has placement) = no previous Math enrollments within the sequence but has used a placement tool.

No Prior Attempt (no placement) = no previous Math enrollments within the sequence and did not utilize a placement tool.