



Las Positas College

Discipline Program Review Data Packet

Fall 2021 to Spring 2026

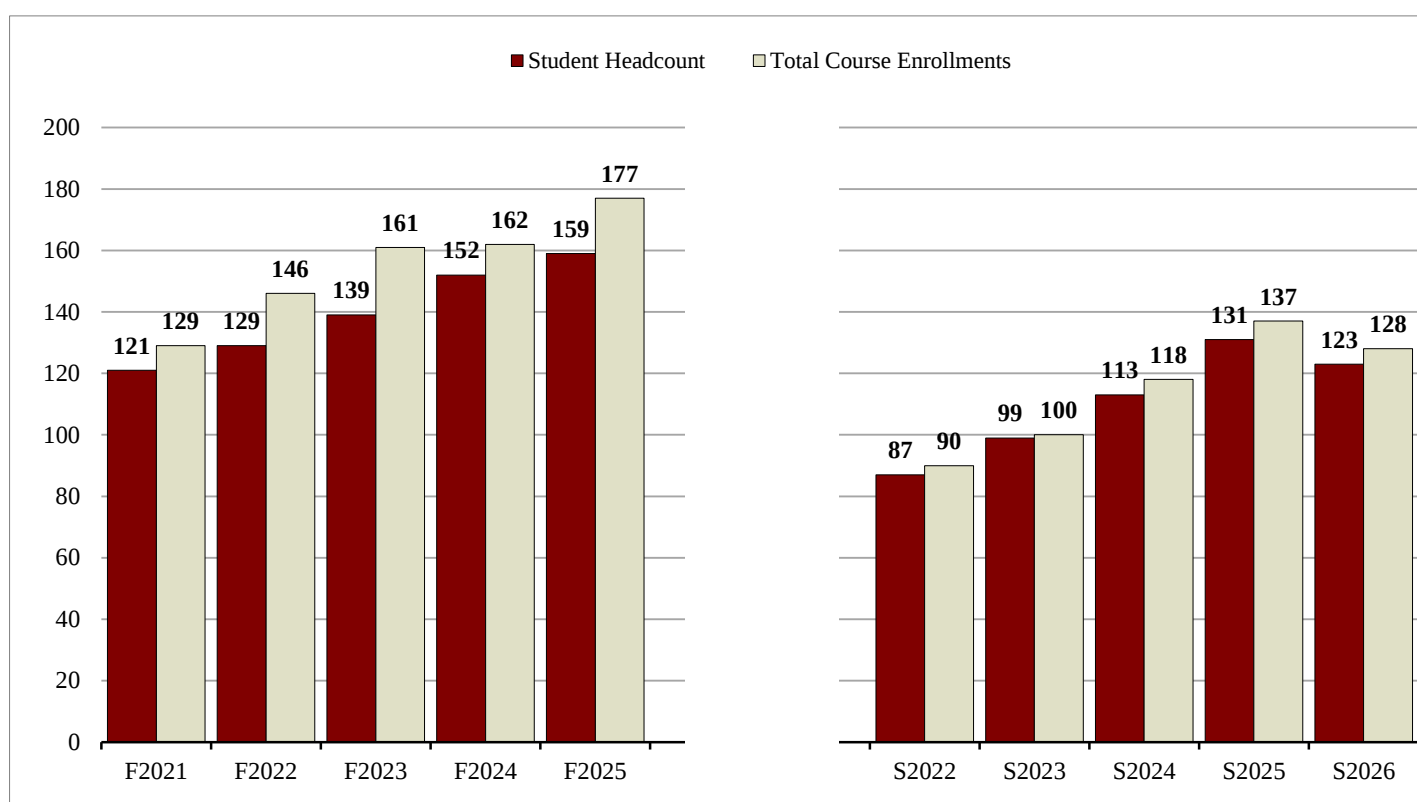
Discipline:

Marketing (MKTG)

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Headcount & Enrollment

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
Student Headcount	121	129	139	152	159	87	99	113	131	123
Total Course Enrollments	129	146	161	162	177	90	100	118	137	128



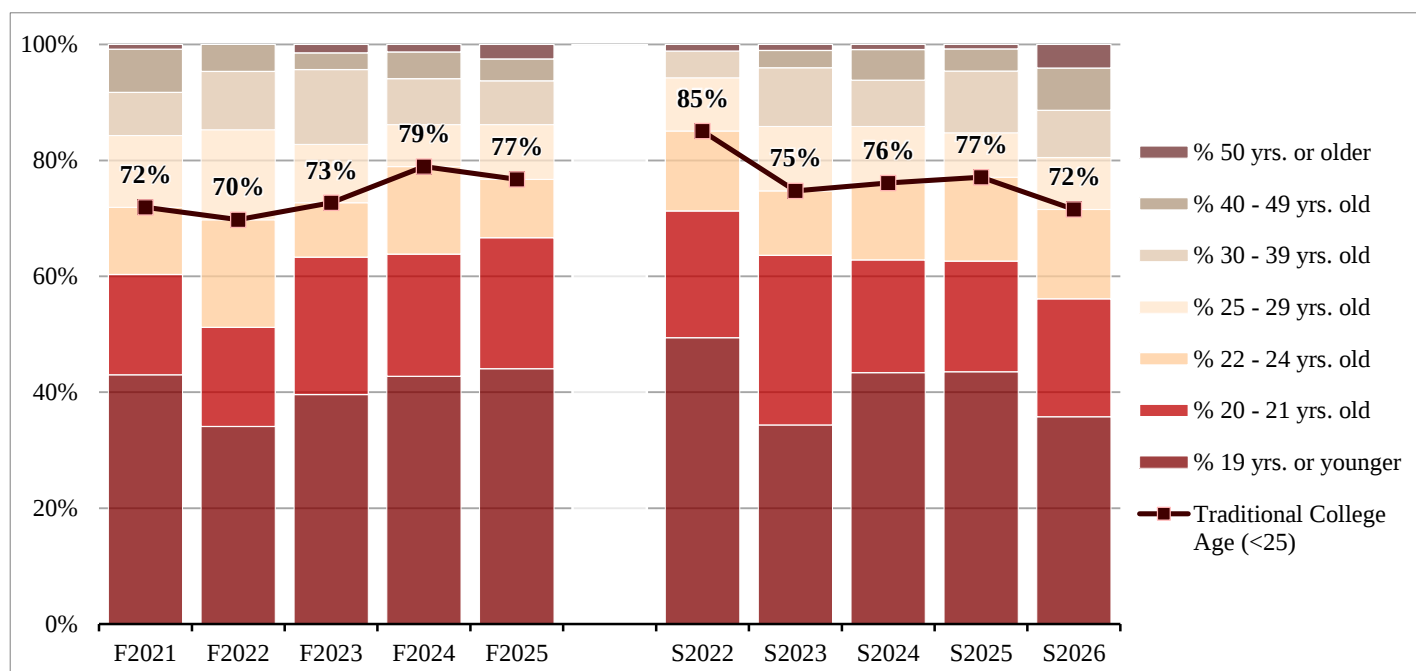
Definitions:

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.

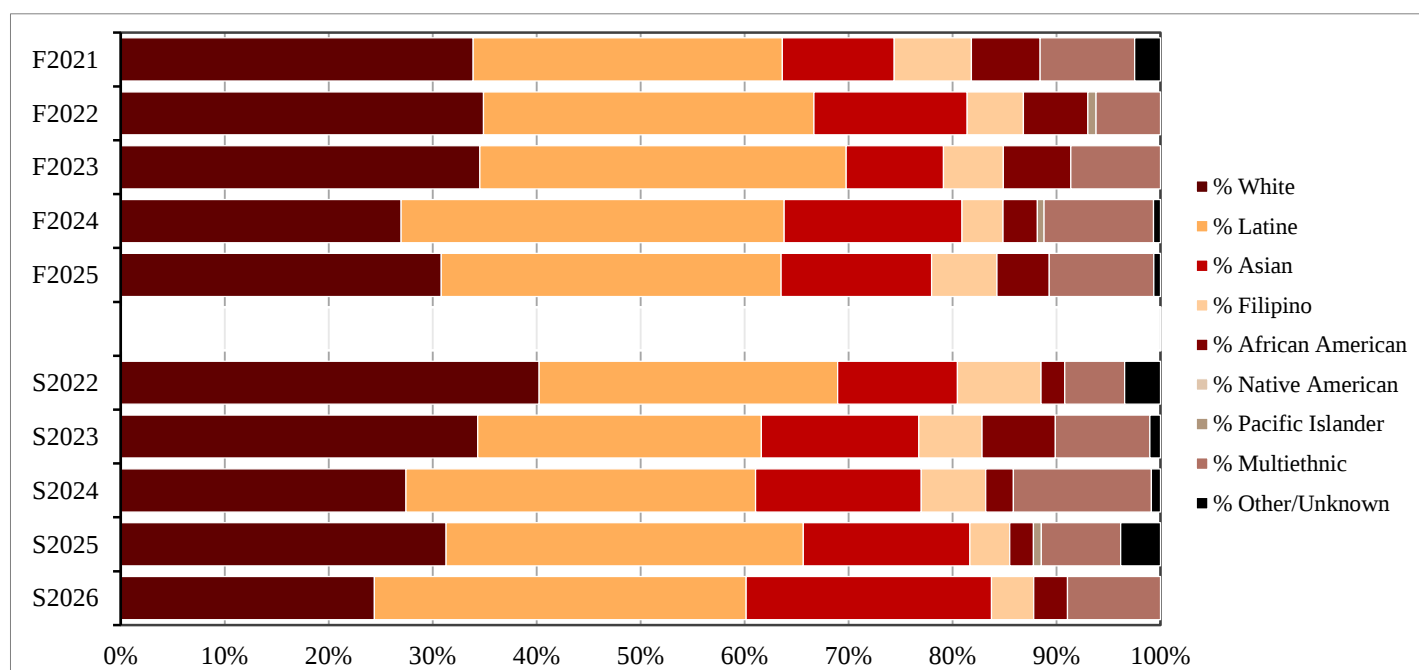
Student Demographics: Gender & Age

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
Female	62	61	66	81	82	39	47	65	69	69
Male	56	68	68	63	69	46	50	45	57	53
Non-Binary	0	0	0	0	2	0	0	0	1	0
19 yrs. or younger	52	44	55	65	70	43	34	49	57	44
20-21 yrs. old	21	22	33	32	36	19	29	22	25	25
22-24 yrs. old	14	24	13	23	16	12	11	15	19	19
25-29 yrs. old	15	20	14	11	15	8	11	11	10	11
30-39 yrs. old	9	13	18	12	12	4	10	9	14	10
40-49 yrs. old	9	6	4	7	6	0	3	6	5	9
50 yrs. or older	1	0	2	2	4	1	1	1	1	5
% Female	53%	47%	49%	56%	54%	46%	48%	59%	54%	57%
% Male	47%	53%	51%	44%	45%	54%	52%	41%	45%	43%
% Non-Binary	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
% 19 yrs. or younger	43%	34%	40%	43%	44%	49%	34%	43%	44%	36%
% 20 - 21 yrs. old	17%	17%	24%	21%	23%	22%	29%	19%	19%	20%
% 22 - 24 yrs. old	12%	19%	9%	15%	10%	14%	11%	13%	15%	15%
% 25 - 29 yrs. old	12%	16%	10%	7%	9%	9%	11%	10%	8%	9%
% 30 - 39 yrs. old	7%	10%	13%	8%	8%	5%	10%	8%	11%	8%
% 40 - 49 yrs. old	7%	5%	3%	5%	4%	0%	3%	5%	4%	7%
% 50 yrs. or older	1%	0%	1%	1%	3%	1%	1%	1%	1%	4%



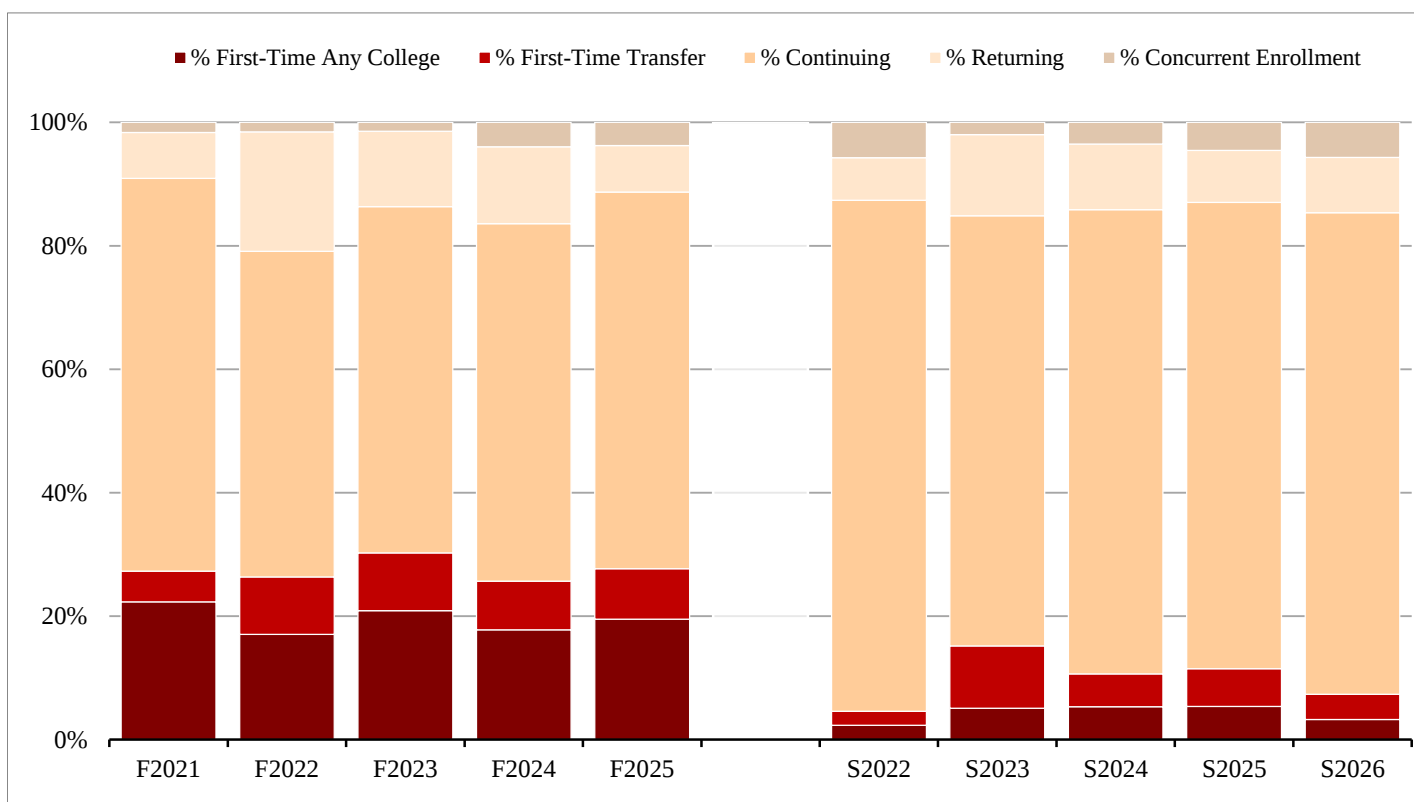
Student Demographic: Race-Ethnicity

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
African American	8	8	9	5	8	2	7	3	3	4
Asian	13	19	13	26	23	10	15	18	21	29
Filipino	9	7	8	6	10	7	6	7	5	5
Latine	36	41	49	56	52	25	27	38	45	44
Native American	0	0	0	0	0	0	0	0	0	0
Pacific Islander	0	1	0	1	0	0	0	0	1	0
White	41	45	48	41	49	35	34	31	41	30
Multiethnic	11	8	12	16	16	5	9	15	10	11
Other/Unknown	3	0	0	1	1	3	1	1	5	0
% African American	7%	6%	6%	3%	5%	2%	7%	3%	2%	3%
% Asian	11%	15%	9%	17%	14%	11%	15%	16%	16%	24%
% Filipino	7%	5%	6%	4%	6%	8%	6%	6%	4%	4%
% Latine	30%	32%	35%	37%	33%	29%	27%	34%	34%	36%
% Native American	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
% Pacific Islander	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%
% White	34%	35%	35%	27%	31%	40%	34%	27%	31%	24%
% Multiethnic	9%	6%	9%	11%	10%	6%	9%	13%	8%	9%
% Other/Unknown	2%	0%	0%	1%	1%	3%	1%	1%	4%	0%



Student Enrollment Status

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
First-Time Any College	27	22	29	27	31	2	5	6	7	4
First-Time Transfer	6	12	13	12	13	2	10	6	8	5
Continuing	77	68	78	88	97	72	69	85	99	96
Returning	9	25	17	19	12	6	13	12	11	11
Concurrent Enrollment	2	2	2	6	6	5	2	4	6	7
% First-Time Any College	22%	17%	21%	18%	19%	2%	5%	5%	5%	3%
% First-Time Transfer	5%	9%	9%	8%	8%	2%	10%	5%	6%	4%
% Continuing	64%	53%	56%	58%	61%	83%	70%	75%	76%	78%
% Returning	7%	19%	12%	13%	8%	7%	13%	11%	8%	9%
% Concurrent Enrollment	2%	2%	1%	4%	4%	6%	2%	4%	5%	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.

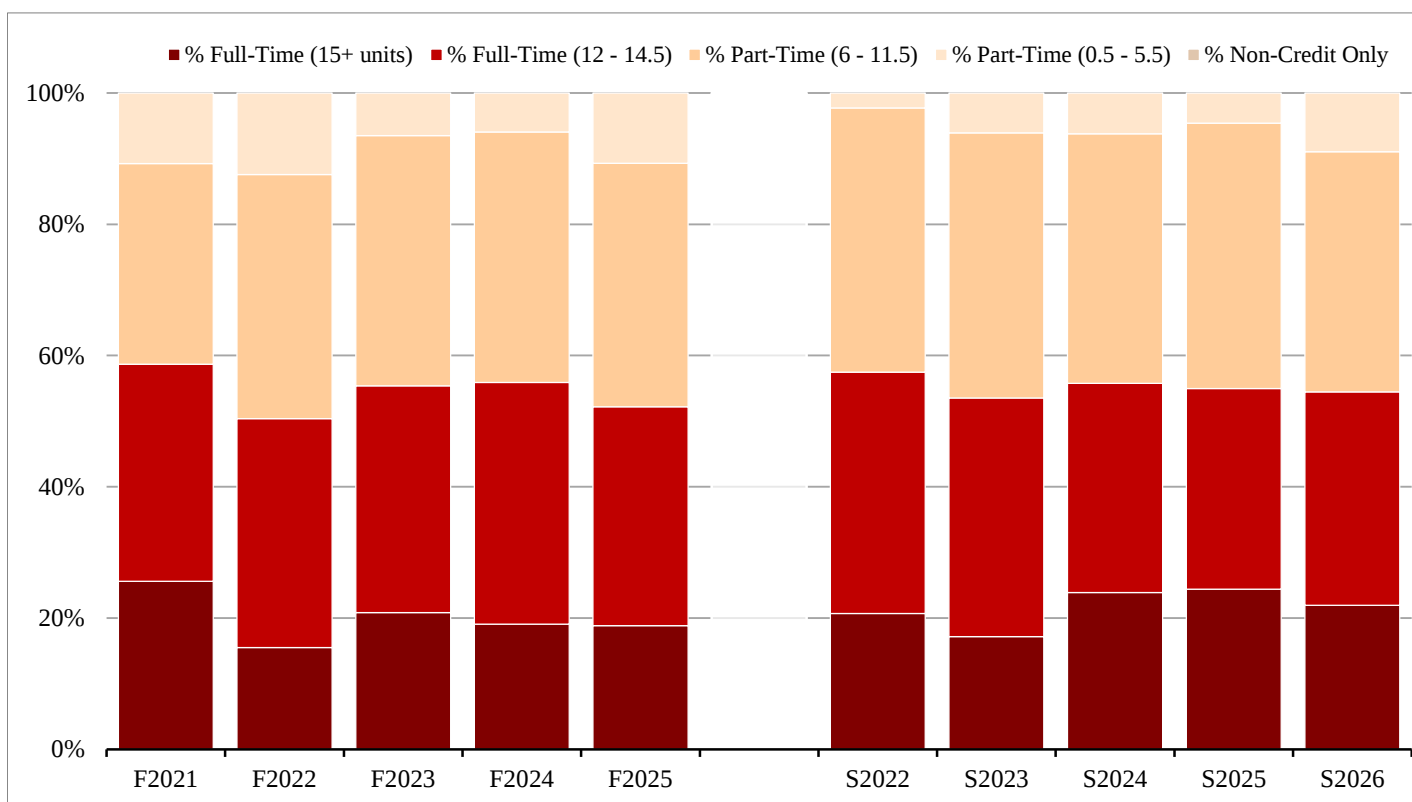
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

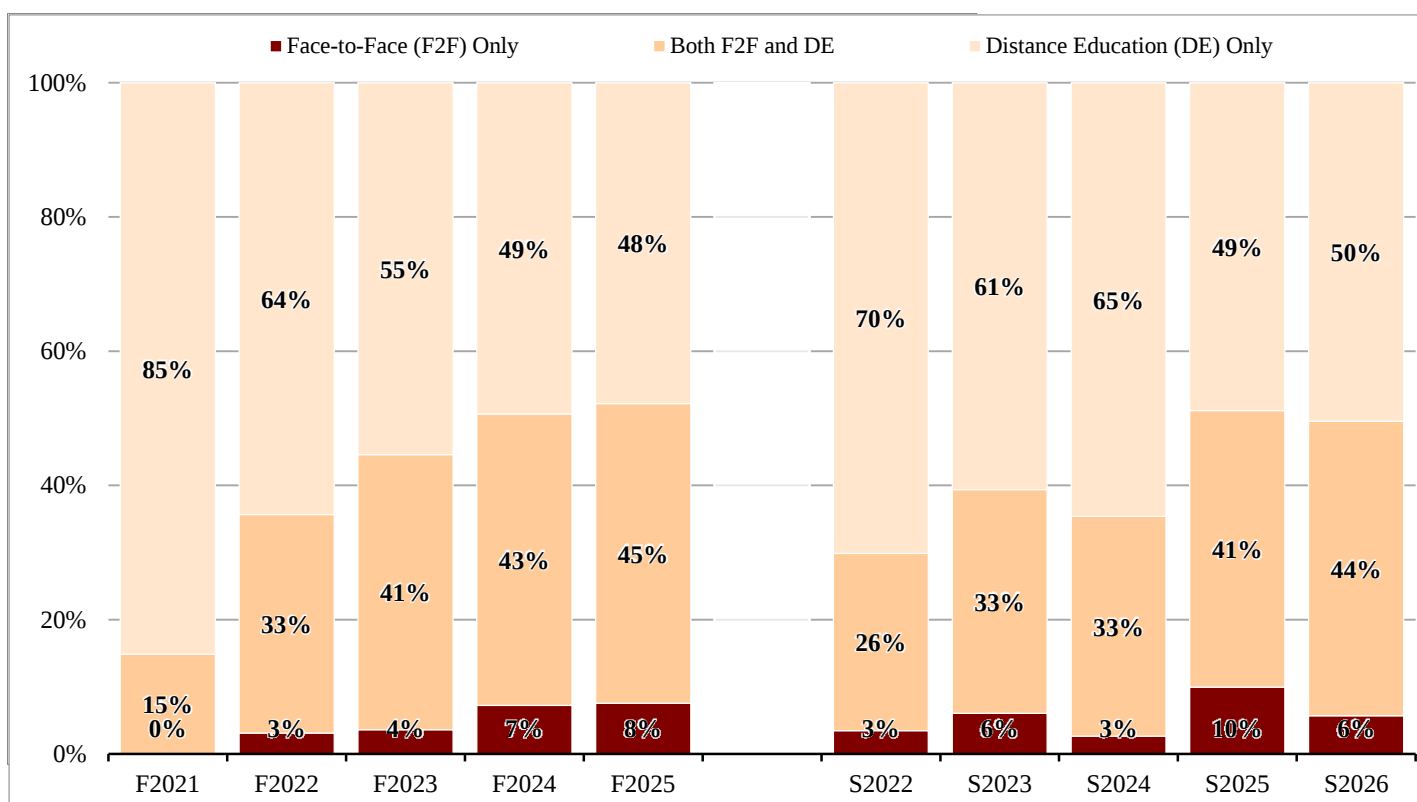
Student Unit Load

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
Full-Time (15+ units)	31	20	29	29	30	18	17	27	32	27
Full-Time (12 - 14.5 units)	40	45	48	56	53	32	36	36	40	40
Part-Time (6 - 11.5 units)	37	48	53	58	59	35	40	43	53	45
Part-Time (0.5 - 5.5 units)	13	16	9	9	17	2	6	7	6	11
Non-Credit Only	0	0	0	0	0	0	0	0	0	0
% Full-Time (15+ units)	26%	16%	21%	19%	19%	21%	17%	24%	24%	22%
% Full-Time (12 - 14.5)	33%	35%	35%	37%	33%	37%	36%	32%	31%	33%
% Part-Time (6 - 11.5)	31%	37%	38%	38%	37%	40%	40%	38%	40%	37%
% Part-Time (0.5 - 5.5)	11%	12%	6%	6%	11%	2%	6%	6%	5%	9%
% Non-Credit Only	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%



Students Using Distance Education

Marketing (MKTG)										
(Categories reflect college-wide coursework)	Fall Terms					Spring Terms				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
Face-to-Face (F2F) Only	0	4	5	11	12	3	6	3	13	7
Both F2F and DE	18	42	57	66	71	23	33	37	54	54
Distance Education (DE) Only	103	83	77	75	76	61	60	73	64	62
% Face-to-Face (F2F) Only	0%	3%	4%	7%	8%	3%	6%	3%	10%	6%
% Both F2F and DE	15%	33%	41%	43%	45%	26%	33%	33%	41%	44%
% Distance Education (DE) Only	85%	64%	55%	49%	48%	70%	61%	65%	49%	50%



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.

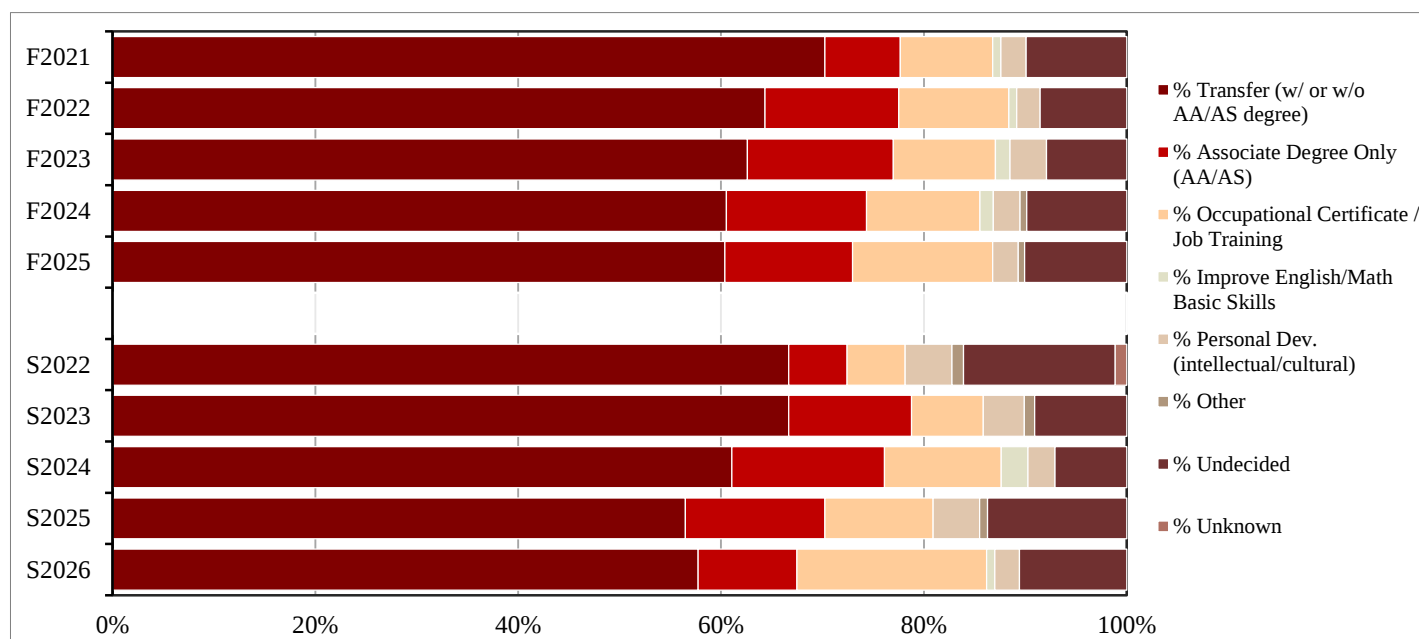
In Summer 2020 and Fall 2020, due to the COVID-19 pandemic, via web comments for each section; identified as any with an online component.

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				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
Transfer (w/ or w/o AA/AS degree)	85	83	87	92	96	58	66	69	74	71
Associate Degree Only (AA/AS)	9	17	20	21	20	5	12	17	18	12
Occupational Certificate / Job Training	11	14	14	17	22	5	7	13	14	23
Improve English/Math Basic Skills	1	1	2	2	0	0	0	3	0	1
Personal Development (intellectual/cultural)	3	3	5	4	4	4	4	3	6	3
Other	0	0	0	1	1	1	1	0	1	0
Undecided	12	11	11	15	16	13	9	8	18	13
Unknown	0	0	0	0	0	1	0	0	0	0
% Transfer (w/ or w/o AA/AS degree)	70%	64%	63%	61%	60%	67%	67%	61%	56%	58%
% Associate Degree Only (AA/AS)	7%	13%	14%	14%	13%	6%	12%	15%	14%	10%
% Occupational Certificate / Job Training	9%	11%	10%	11%	14%	6%	7%	12%	11%	19%
% Improve English/Math Basic Skills	1%	1%	1%	1%	0%	0%	0%	3%	0%	1%
% Personal Dev. (intellectual/cultural)	2%	2%	4%	3%	3%	5%	4%	3%	5%	2%
% Other	0%	0%	0%	1%	1%	1%	1%	0%	1%	0%
% Undecided	10%	9%	8%	10%	10%	15%	9%	7%	14%	11%
% Unknown	0%	0%	0%	0%	0%	1%	0%	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.

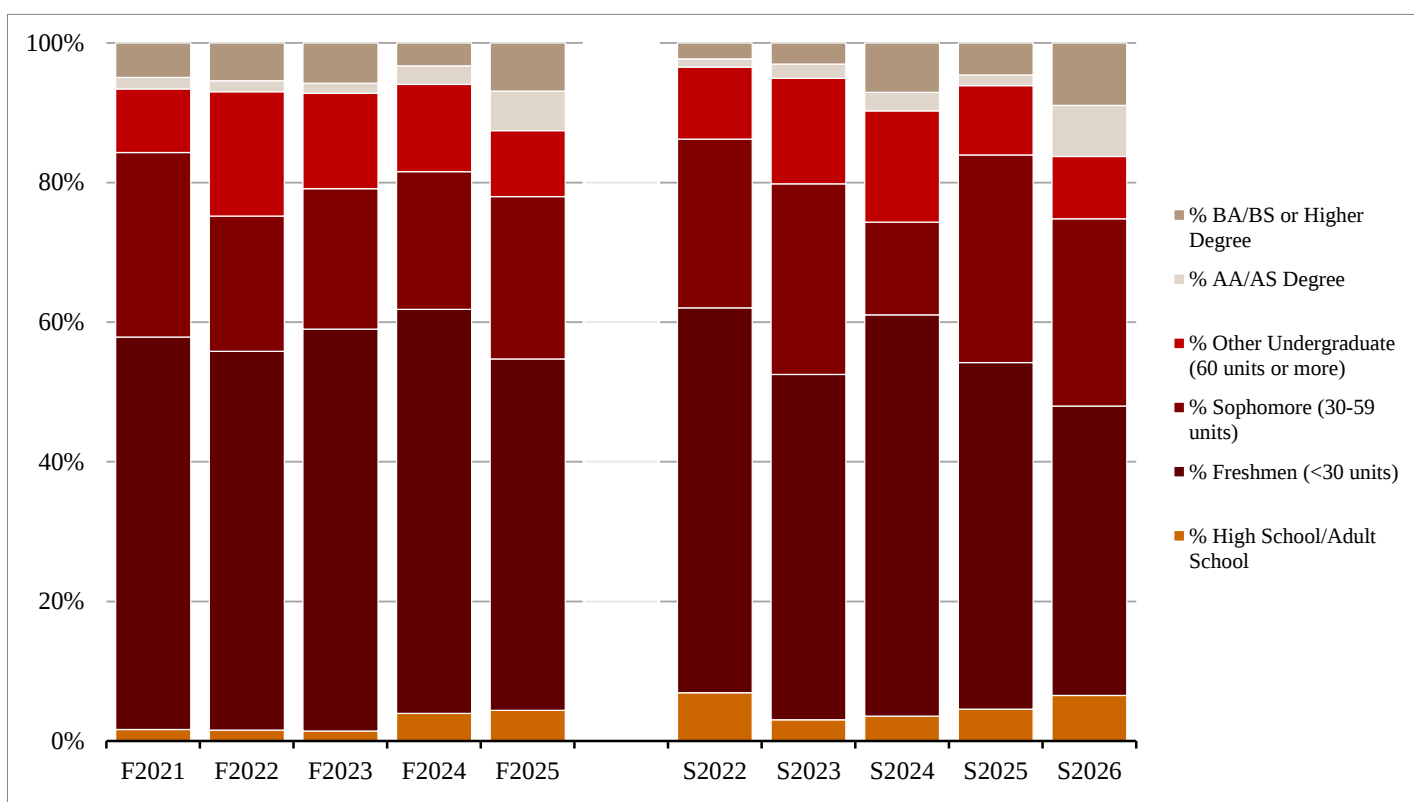
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

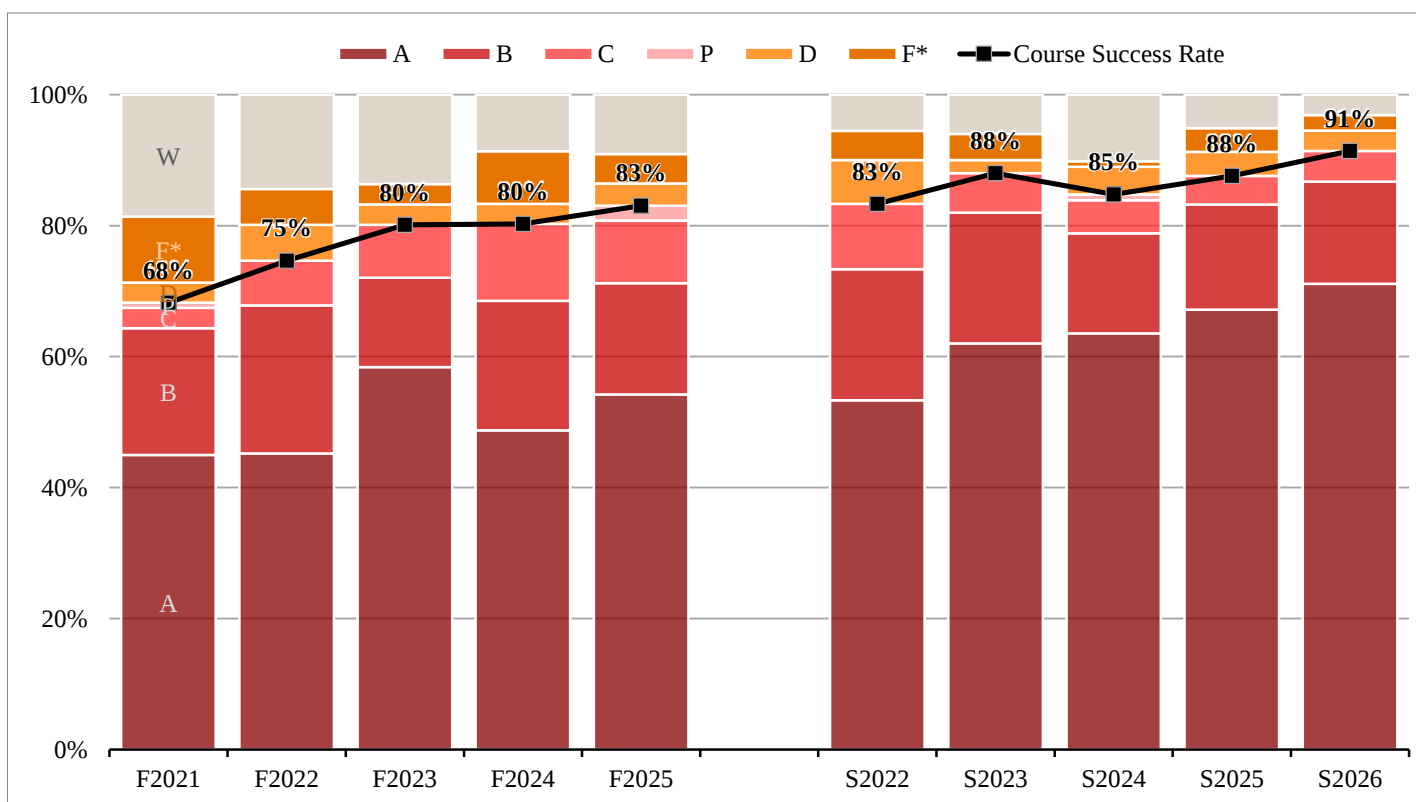
Highest Educational Level of Students

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
High School/Adult School	2	2	2	6	7	6	3	4	6	8
Freshmen (<30 units)	68	70	80	88	80	48	49	65	65	51
Sophomore (30-59 units)	32	25	28	30	37	21	27	15	39	33
Other Undergraduate (60 units or more)	11	23	19	19	15	9	15	18	13	11
AA/AS Degree	2	2	2	4	9	1	2	3	2	9
BA/BS or Higher Degree	6	7	8	5	11	2	3	8	6	11
% High School/Adult School	2%	2%	1%	4%	4%	7%	3%	4%	5%	7%
% Freshmen (<30 units)	56%	54%	58%	58%	50%	55%	49%	58%	50%	41%
% Sophomore (30-59 units)	26%	19%	20%	20%	23%	24%	27%	13%	30%	27%
% Other Undergraduate (60 units or more)	9%	18%	14%	13%	9%	10%	15%	16%	10%	9%
% AA/AS Degree	2%	2%	1%	3%	6%	1%	2%	3%	2%	7%
% BA/BS or Higher Degree	5%	5%	6%	3%	7%	2%	3%	7%	5%	9%



Student Performance: Grade Distribution

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
Total Course Enrollments	129	146	161	162	177	90	100	118	137	128
Course Success Rates	68%	75%	80%	80%	83%	83%	88%	85%	88%	91%
A	45%	45%	58%	49%	54%	53%	62%	64%	67%	71%
B	19%	23%	14%	20%	17%	20%	20%	15%	16%	16%
C	3%	7%	8%	12%	10%	10%	6%	5%	4%	5%
P	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%
Course Non-Success Rate	13%	11%	6%	11%	8%	11%	6%	5%	7%	5%
D	3%	5%	3%	3%	3%	7%	2%	4%	4%	3%
F*	10%	5%	3%	8%	5%	4%	4%	1%	4%	2%
Withdrawals (See Note)	19%	14%	14%	9%	9%	6%	6%	10%	5%	3%



Definitions:

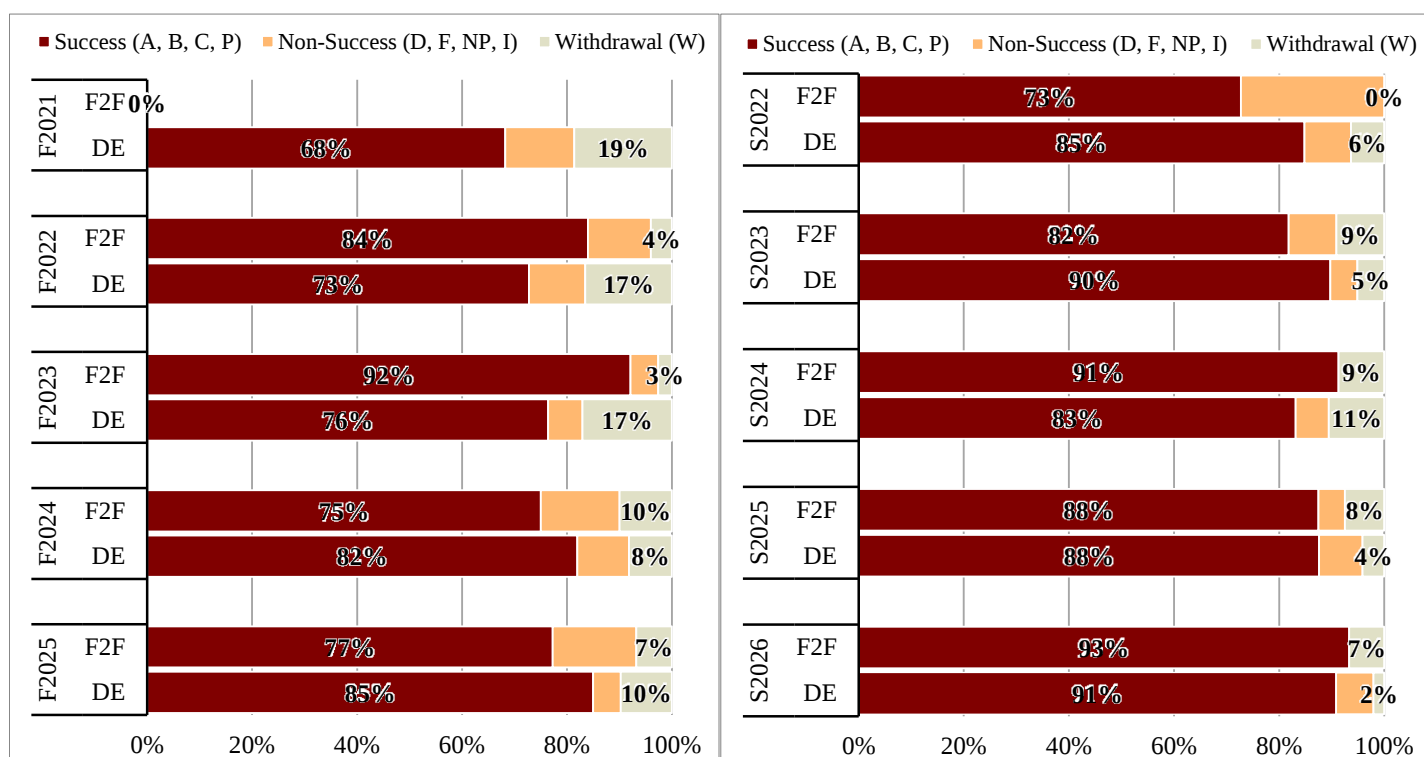
Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

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				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
Total Course Enrollments	129	146	161	162	177	90	100	118	137	128
Face-to-Face (F2F) Sections	0	25	38	40	44	11	22	23	40	30
Success Rates	—	84%	92%	75%	77%	73%	82%	91%	88%	93%
Non-Success Rates	—	12%	5%	15%	16%	27%	9%	0%	5%	0%
Withdrawals	—	4%	3%	10%	7%	0%	9%	9%	8%	7%
Distance Education (DE) Sections	129	121	123	122	133	79	78	95	97	98
Success Rates	68%	73%	76%	82%	85%	85%	90%	83%	88%	91%
Non-Success Rates	13%	11%	7%	10%	5%	9%	5%	6%	8%	7%
Withdrawals	19%	17%	17%	8%	10%	6%	5%	11%	4%	2%



Definitions:

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

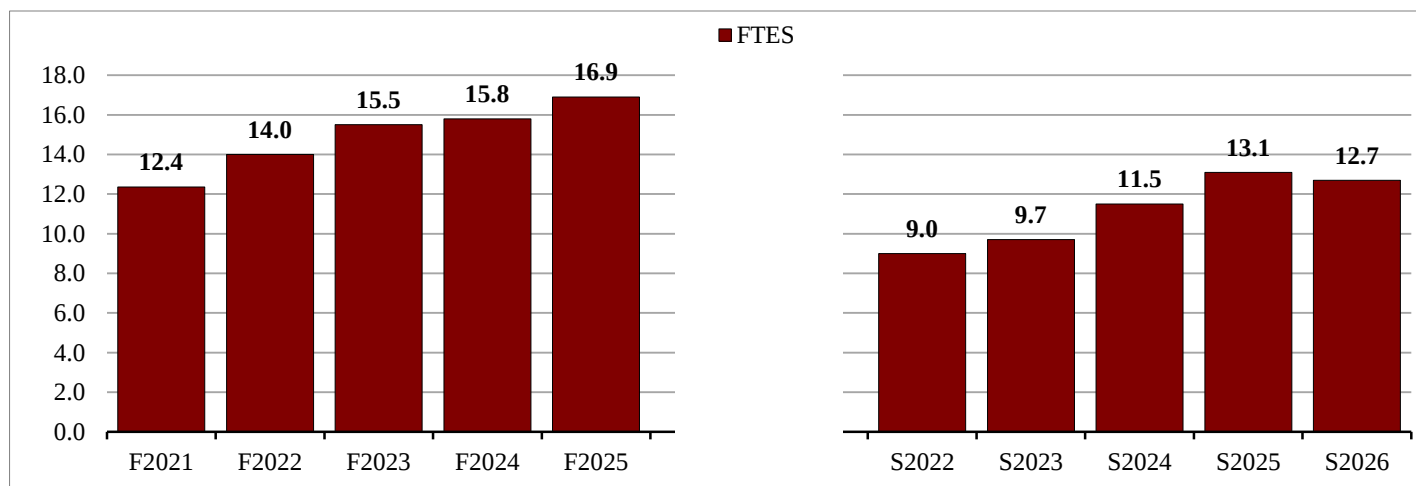
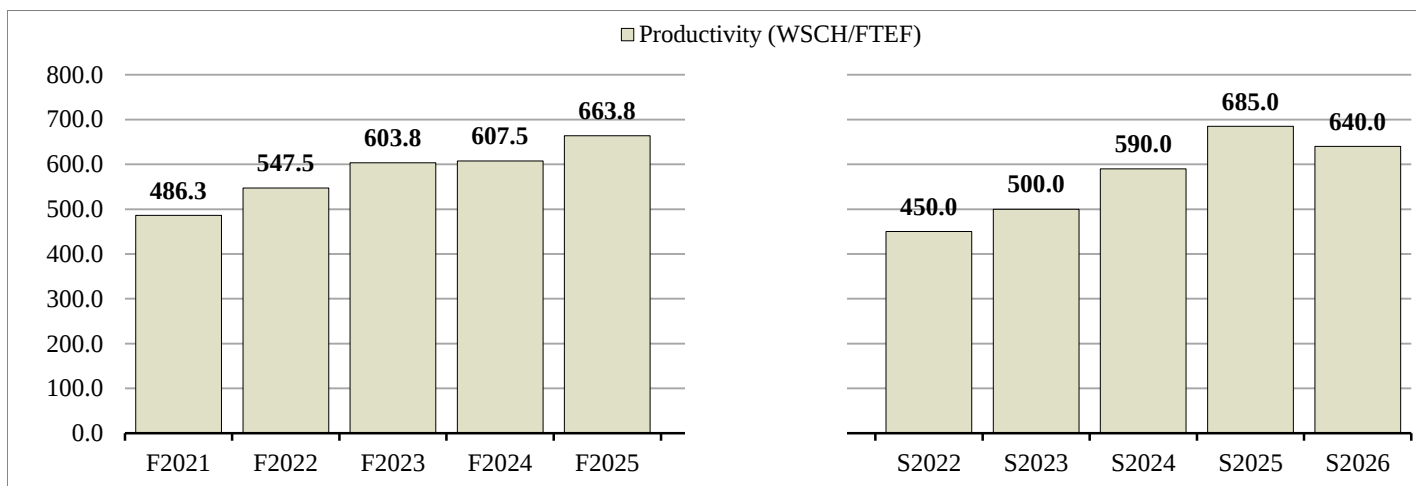
Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D', 'F', 'NP', 'T', 'NCD', 'NCF', or 'NCNP'.

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				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
WSCH	389	438	483	486	531	270	300	354	411	384
FTES	12.4	14.0	15.5	15.8	16.9	9.0	9.7	11.5	13.1	12.7
FTEF	0.8	0.8	0.8	0.8	0.8	0.6	0.6	0.6	0.6	0.6
Productivity (WSCH/FTEF)	486.3	547.5	603.8	607.5	663.8	450.0	500.0	590.0	685.0	640.0



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.

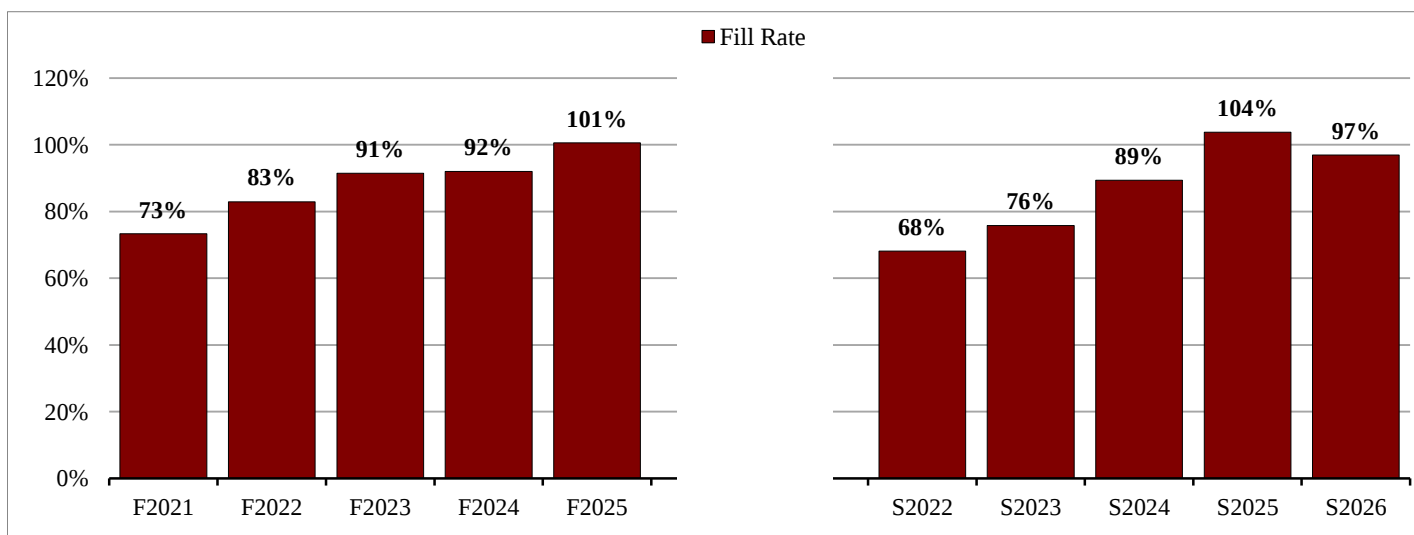
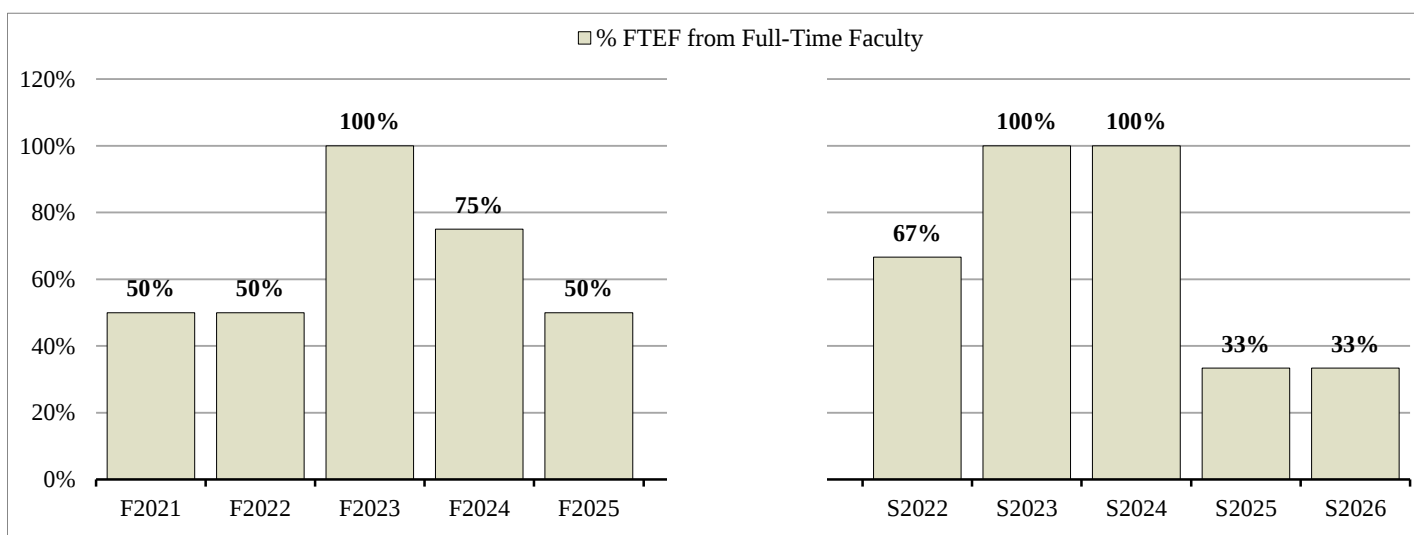
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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				
	F2021	F2022	F2023	F2024	F2025	S2022	S2023	S2024	S2025	S2026
FTEF from Full-Time Faculty	0.4	0.4	0.8	0.6	0.4	0.4	0.6	0.6	0.2	0.2
% FTEF from Full-Time Faculty	50%	50%	100%	75%	50%	67%	100%	100%	33%	33%
Enrollments	129	146	161	162	177	90	100	118	137	128
Capacity (seats available)	176	176	176	176	176	132	132	132	132	132
Fill Rate	73%	83%	91%	92%	101%	68%	76%	89%	104%	97%



Definitions:

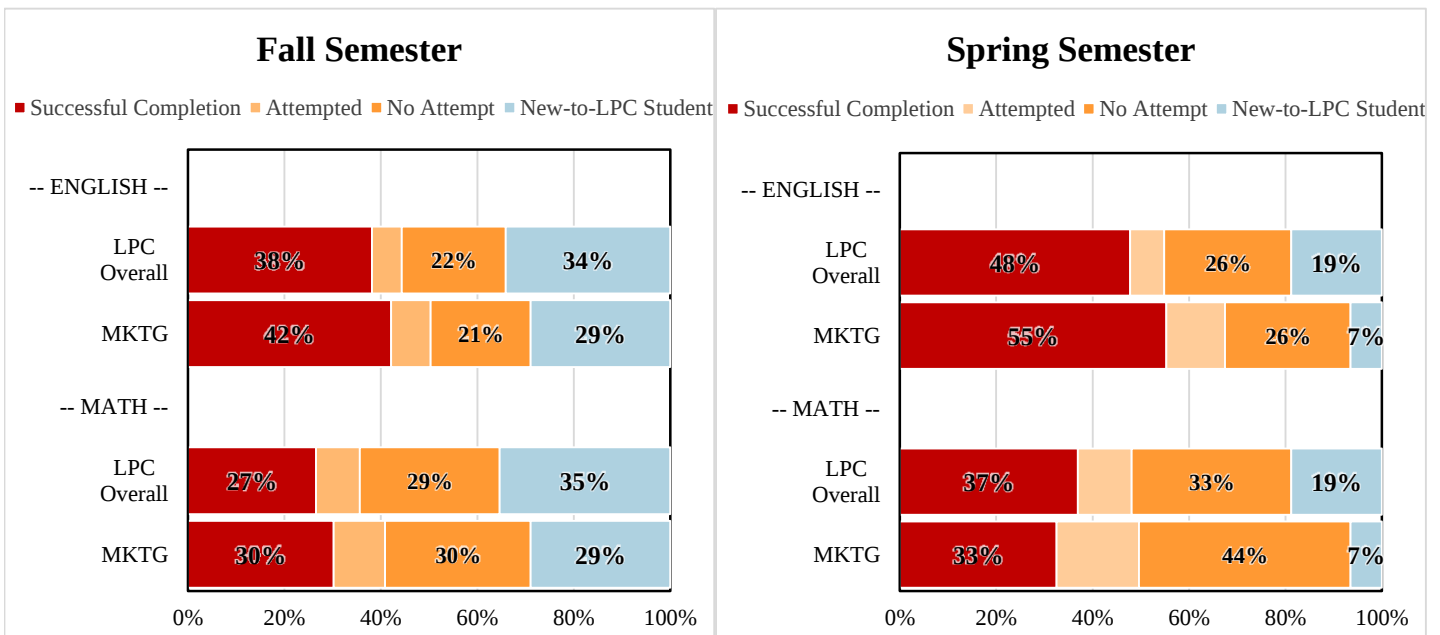
Fill Rate is number of enrollments over the total capacity (seats available).

% 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 7/25/23.

Prior Experience in English & Math

(English and math status prior to the start of the term)	Fall 2025				Spring 2026			
	MKTG		LPC Overall		MKTG		LPC Overall	
	Num	Pct	Num	Pct	Num	Pct	Num	Pct
Transfer-level English								
Successful Completion*	67	42%	3,416	38%	68	55%	4,091	48%
Attempted (not successful)	13	8%	553	6%	15	12%	607	7%
No Attempt	33	21%	1,931	22%	32	26%	2,260	26%
New-to-LPC Student	46	29%	3,057	34%	8	7%	1,609	19%
Transfer-level Math								
Successful Completion*	48	30%	2,211	27%	40	33%	3,163	37%
Attempted (not successful)	17	11%	756	9%	21	17%	959	11%
No Attempt	48	30%	2,410	29%	54	44%	2,836	33%
New-to-LPC Student	46	29%	2,946	35%	8	7%	1,609	19%



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.