

# SMSU Marketing Program Data

## Retention of New Entering Student Cohorts

Fall Entering Terms 2012-2019



Retention is based on New Entering Students only. These rates also only refer to "FULL-TIME" students.

Retention Rates			Term								8-Yr. Composite Retention
Program	Category	Result	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	
<b>Marketing</b>											
	Traditional	% Students Leaving	28.6%	36.4%	26.7%	44.4%	21.4%	11.1%	58.3%	18.2%	31.7%
		% Students Retained	71.4%	63.6%	73.3%	55.6%	78.6%	88.9%	41.7%	81.8%	68.3%
	Transfer	% Students Leaving	14.3%	60.0%	50.0%	28.6%	14.3%	0.0%	0.0%	41.7%	26.9%
		% Students Retained	85.7%	40.0%	50.0%	71.4%	85.7%	100.0%	100.0%	58.3%	73.1%

SMSU Overall Traditional Rate	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	8-Yr. Composite Retention
	67.2%	68.3%	68.4%	68.3%	59.9%	64.7%	67.2%	73.7%	66.9%

Students in Cohort			Term								Total	
Program	Category	Result	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019		
Marketing	Traditional	# Students Leaving	4	4	4	8	3	1	7	2	33	
		# Students Retained	10	7	11	10	11	8	5	9	71	
	<b>Traditional Total</b>	<b>14</b>	<b>11</b>	<b>15</b>	<b>18</b>	<b>14</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>104</b>		
	Transfer	# Students Leaving	1	3	2	2	1				5	14
		# Students Retained	6	2	2	5	6	6	4	7	7	38
	<b>Transfer Total</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>12</b>	<b>52</b>	
<b>Marketing Total</b>			<b>21</b>	<b>16</b>	<b>19</b>	<b>25</b>	<b>21</b>	<b>15</b>	<b>16</b>	<b>23</b>	<b>156</b>	

