

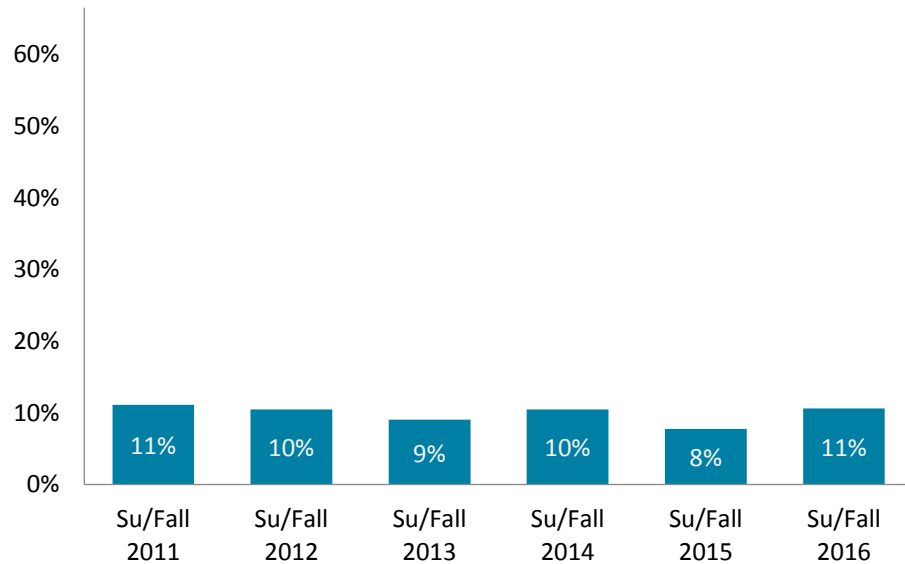
Marketing Program Profile

Admissions

	Summer/Fall 2011	Summer/Fall 2012	Summer/Fall 2013	Summer/Fall 2014	Summer/Fall 2015	Summer/Fall 2016	2011 - 2016 Average	5 YR % Change
Number Applied	144	153	144	124	142	132	140	-8%
Number Admitted	16	16	13	13	11	14	14	-13%
Number Enrolled*	5	5	6	8	4	6	6	+20%

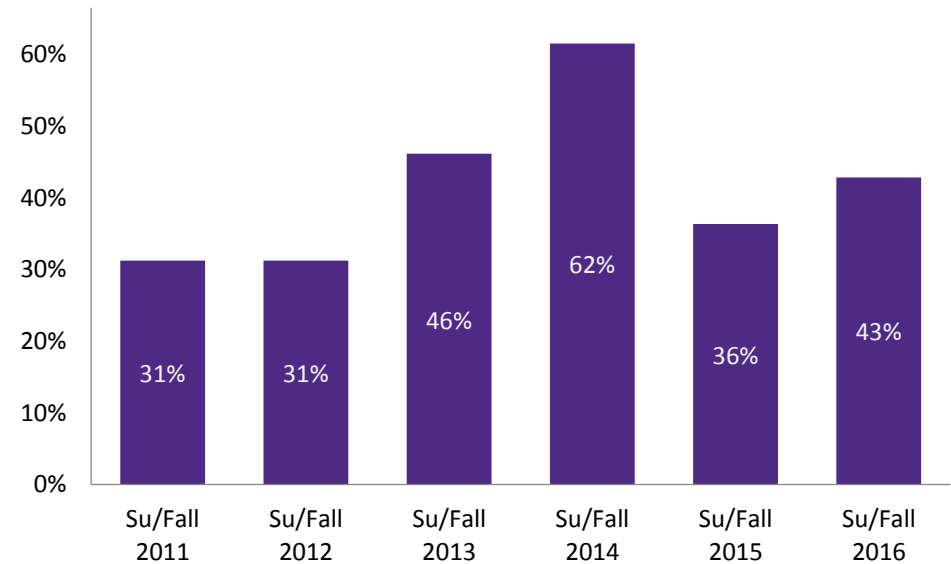
*Students who transfer in from other NU graduate school programs are excluded.

**Selectivity
(Percentage of Applicants Admitted)**



Selectivity Average = 10%

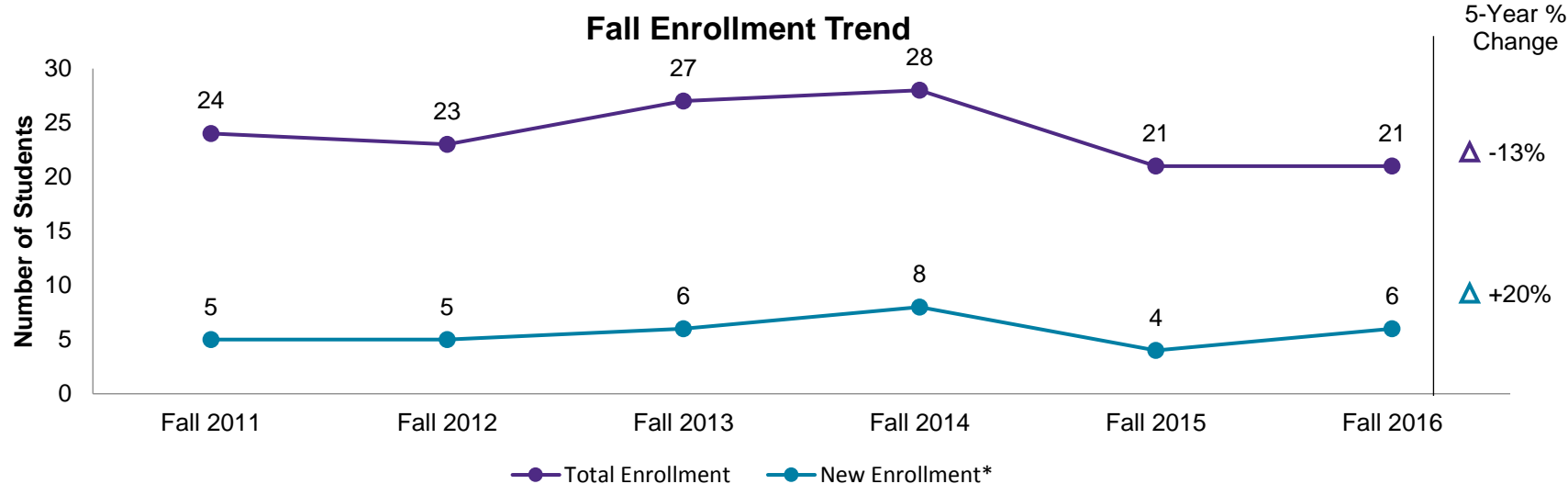
**Yield
(Percentage of Admits Enrolled)**



Yield Average = 41%

Marketing Program Profile

Enrollment and Demographics



	New Enrollment*						Total Enrollment					
	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Gender												
Female	80%	60%	83%	38%	75%	67%	50%	57%	63%	54%	57%	62%
Male	20%	40%	17%	63%	25%	33%	50%	43%	37%	46%	43%	38%
Citizenship												
US	40%	40%	17%	63%	75%	67%	33%	39%	30%	39%	48%	48%
International	60%	60%	83%	38%	25%	33%	67%	61%	70%	61%	52%	52%
Ethnicity (US Only)												
Asian	50%	0%	100%	0%	33%	25%	38%	33%	50%	27%	40%	20%
African American	0%	0%	0%	0%	0%	25%	0%	0%	0%	0%	0%	10%
Hispanic	50%	0%	0%	20%	0%	0%	13%	11%	0%	9%	10%	10%
Native American	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
White	0%	100%	0%	60%	67%	25%	50%	56%	50%	55%	50%	50%
Multi (Non-URM)	0%	0%	0%	0%	0%	25%	0%	0%	0%	0%	0%	10%
Multi-Race (URM)	0%	0%	0%	20%	0%	0%	0%	0%	0%	9%	0%	0%
Not Specified	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Students who transfer in from other graduate school programs are excluded.