

This workbook academic health records for the following subject:

Subject	SUBJ
Marketing & Management	MKTG
Sales, Marketing, Management	MKTG

Majors Associated with the subject Department

Major Description	Major Department Description
Dgtl MktgAAS	MKTG
DigMktg-Cert	MKTG
Mkt Mgmt-AAS	MKTG

Index

Fiscal Years fun Summer, Fall, Spring. Example: FY2020 would include Summer 2019, Fall 2019, and Sp
Undergraduates are determined by Admission Category (Undergraduate Other, Regular, and Transfer)

All Courses	These tables include metrics for all courses associa undergraduate, concurrent, clinicals, and independ
Lecture_Lab	These tables only include metrics for undergraduate
Concurrent	These tables only include metrics for concurrent co Code 1 and 2.

Delivery Method	Media Code
Face-to-Face	None, 04, 08, 14
Mixed Delivery	09
Online/Remote	12, 13, 99

INSTR_TYPE	LONG_DESC
	1 Lecture
	3 Lab
	4 Lec/Lab
	6 Activity
	9 Internship
	13 Private Lesson (30 min)

16 Independent Study
24 Tutorial
26 Farm Business Mgmt (2 Yr College)
30 Bi-Modal
31 Tri-Modal

Sources

ISRS.V_COURSE_SUCCESS

ISRS.CT_COU

ISRSVAL.VAL_COU_MEDIA_CODE

ISRSVAL.VAL_COU_INSTR

ISRS.CT_COU_CFL_EXCLUDE

ISRS.V_COU_ALLOC_CIP

ISRS.V_ST_AWARDS

CIP Code	CIP Code Description
521801	Sales, Distribution, and Marketing Operations, General
521801	Sales, Distribution, and Marketing Operations, General

Major Department Abbreviation	Degree Level
MKTG	AAS
MKTG	CERT
MKTG	AAS

Spring 2020

related with the CIP code marked above. All relevant studies are included.

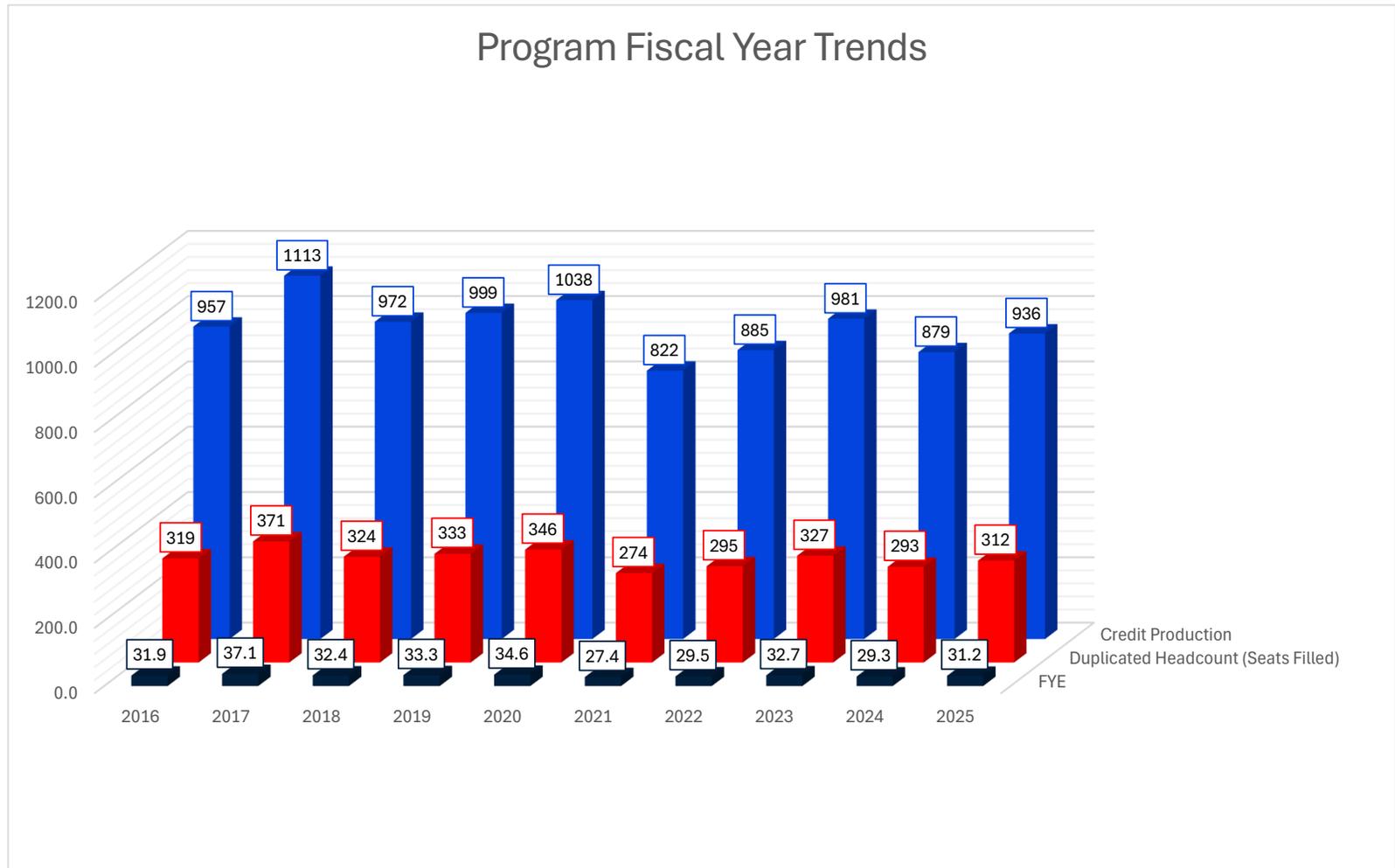
include lecture and lab courses/sections.

courses/sections that are labeled with MDE

CIP Code
521801
521801
521801

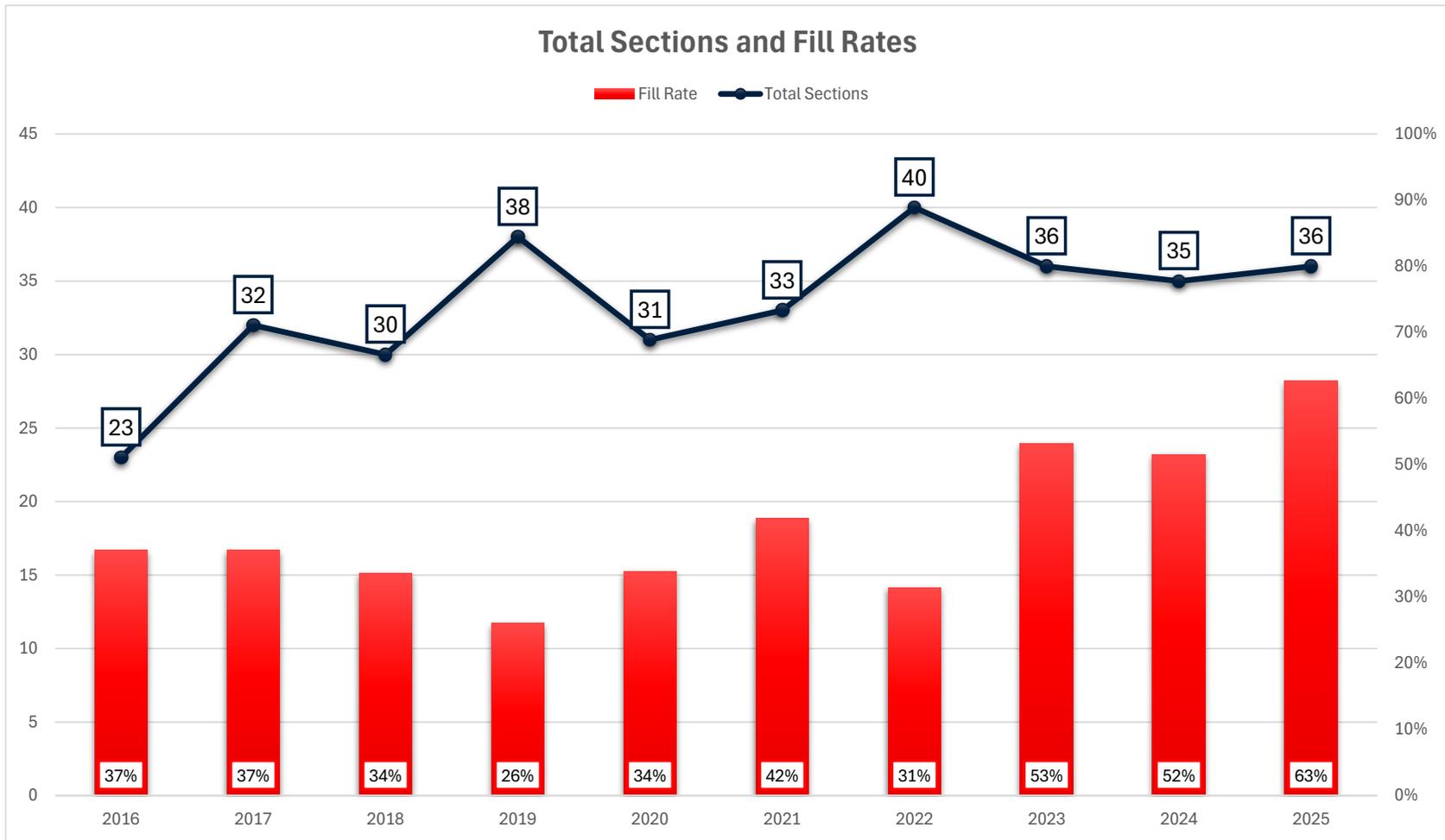
Course Outcome Measures

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
FYE	31.9	37.1	32.4	33.3	34.6	27.4	29.5	32.7	29.3	31.2
Duplicated Headcount (Seats Filled)	319	371	324	333	346	274	295	327	293	312
Credit Production	957	1113	972	999	1038	822	885	981	879	936



FY2025 Program Health Review

Total Sections and Fill Rate	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Fill Rate	37%	37%	34%	26%	34%	42%	31%	53%	52%	63%
Aerospace/Warroad (805)	0	0	0	0	0	0	0	0	0	0
East Grand Forks (265)	16	16	16	15	16	17	19	18	15	15
Online/Distance (403)	6	13	13	21	14	15	19	14	15	16
Thief River Falls (303)	1	3	1	2	1	1	2	4	5	5
Total Sections	23	32	30	38	31	33	40	36	35	36



Course FYE Metrics for All Courses

Metric	Category	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
Course FYE		27.4	29.5	32.7	29.3	31.2
FYE by Student Type	Concurrent					
	PSEO	0.4	0.4	1.1	1.4	3.3
	Undergraduate	27	29.1	31.6	27.9	27.9
FYE by Delivery Mode	Face-to-Face	7.5	13.4	16	6.5	6.8
	Mixed Delivery	1.2	0.9	1.1		
	Online/Remote	18.7	15.2	15.6	22.8	24.4
FYE by Developmental Education						
FYE by First Generation (MN)	First Gen. MN	2.8	5.5	5.2	4.1	4.2
	First Gen. MN Unknown	0.2	0.4	0.9	0.1	0.2
	Not First Gen. MN	24.4	23.6	26.6	25.1	26.8
FYE by Low Income	Low Income (Pell Grant Eligible)	11.7	10.5	10.7	13.4	10.4
	No Financial Information	6.1	8.9	11.2	6.8	13.8
	Not Low Income (Pell Grant Ineligible)	9.6	10.1	10.8	9.1	7
FYE by Race and Ethnicity (IPEDS)	Students of Color	3.6	5.1	6	6	8.2
	American Indian or Alaska Native	0.3	0.4	0.3	0.6	1.8
	Asian	0.5	0.2	0.3	0.3	0.1
	Black or African American	1.1	1.1	1.1	1.7	2
	Hispanic of any race	1	2.8	3.8	2.3	3.4
	Native Hawaiian or Other Pacific Islander		0.1	0.1	0.3	
	Two or more races	0.7	0.5	0.4	0.8	0.9
	White	23.7	23.7	26.1	23.2	22.6
	Nonresident Alien		0.1	0.3	0.1	0.2
	Unknown race and ethnicity	0.1	0.6	0.3		0.2
FYE by Student Gender (Sex)	Female	15.2	17.2	17.1	16.9	20.5
	Male	12.2	12.3	15.5	12.4	10.7
	Unknown			0.1		
FYE by Age Category	20 and younger	13	14.1	15.1	13.4	16.2
	18 or less	3.2	4	5.7	4.5	6.7
	19 - 20	9.8	10.1	9.4	8.9	9.5
	21 and Older	14.4	15.4	17.6	15.9	15
	21 - 24	7.3	7.4	4.8	5.4	6.8
	25 - 34	4.1	4.8	7.9	7.5	5
	35 - 44	2.2	2.1	2.5	2.1	2.9
	45 - 54	0.6	0.9	0.5	0.6	0.1
55 or greater	0.2	0.2	1.9	0.3	0.2	
FYE by New vs. Continuing Students	Continuing Student	24	22.6	26.4	23.9	23
	New Student	3.4	6.9	6.3	5.4	8.2

Courses Included:

SUBJ_COU_NBR	ABBR_TITLE	FY2021	FY2022	FY2023	FY2024	FY2025
6-Digit CIP Code: 521801						
MKTG1108-	Customer Relations Mgmt	2.5	3.2	3.6	3.9	3
MKTG2116-	Advertising	3	2.8	3.5	2.8	2.7
MKTG2120-	Supervisory Leadership	7.2	8.3	6.7	5	6.8
MKTG2200-	Prin of Marketing	3.8	4.1	4.8	5.4	5.3
MKTG2201-	Prin of Sales					
MKTG2205-	Prin of Retailing	0.2				
MKTG2300-	Marketing Research	1	1.7	1.8	1.8	1.8
MKTG2304-	Applied Sales Techniques	1.4	2.3	2.4	1.4	2.8
MKTG2306-	Small Business Mgmt	1.9	2.2	2.3	2	2
MKTG2320-	Marketing Management	1.8	0.9	1.6	1.6	1.3
MKTG2410-	Social Media Marketing	2.8	2.3	3.2	3.1	3.2
MKTG2430-	Digital Marketing I	1	0.9	1.6	1.8	1.4
MKTG2450-	Digital Marketing II	0.6	0.5	1	0.5	0.8
MKTG2900-	Internship I	0.2	0.3			0.1
MKTG2920-	Internship II			0.2		

Course FYE Metrics for Undergraduate Lecture Courses

This page represents course metrics for any course tagged as a Lecture (Instruction Type 01) or Lec/Lab (Instruction Type 04) with no MDE Code

Metric	Category	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
Course FYE		26.9	28.6	32.2	19.3	31.1
FYE by Student Type	Concurrent					
	PSEO	0.4	0.4	1.1	0.9	3.3
	Undergraduate	26.5	28.2	31.1	18.4	27.8
FYE by Delivery Mode	Face-to-Face	7.3	12.5	15.5	2.5	6.7
	Mixed Delivery	1	0.9	1.1		
	Online/Remote	18.6	15.2	15.6	16.8	24.4
FYE by Developmental Education						
FYE by First Generation (MN)	First Gen. MN	2.8	5.3	5	2.5	4.2
	First Gen. MN Unknown	0.2	0.4	0.9	0.1	0.2
	Not First Gen. MN	23.9	22.9	26.3	16.7	26.7
FYE by Low Income	Low Income (Pell Grant Eligible)	11.2	10.2	10.6	9	10.4
	No Financial Information	6.1	8.8	11	4.3	13.8
	Not Low Income (Pell Grant Ineligible)	9.6	9.6	10.6	6	6.9
FYE by Race and Ethnicity (IPEDS)	Students of Color	3.5	4.9	5.8	4	8.2
	American Indian or Alaska Native	0.3	0.4	0.3	0.6	1.8
	Asian	0.5	0.2	0.2	0.2	0.1
	Black or African American	1.1	1	1.1	1.1	2
	Hispanic of any race	0.9	2.7	3.7	1.3	3.4
	Native Hawaiian or Other Pacific Islander		0.1	0.1	0.2	
	Two or more races	0.7	0.5	0.4	0.6	0.9
	White	23.3	23	25.8	15.2	22.5
	Nonresident Alien		0.1	0.3	0.1	0.2
	Unknown race and ethnicity	0.1	0.6	0.3		0.2
FYE by Student Gender (Sex)	Female	14.8	16.7	16.8	11.4	20.4
	Male	12.1	11.9	15.3	7.9	10.7
	Unknown			0.1		
FYE by Age Category	20 and younger	13	13.8	15	8.6	16.1
	18 or less	3.2	4	5.7	2.9	6.7
	19 - 20	9.8	9.8	9.3	5.7	9.4
	21 and Older	13.9	14.8	17.2	10.7	15
	21 - 24	6.9	7.1	4.6	3.8	6.8
	25 - 34	4.1	4.5	7.7	4.7	5
	35 - 44	2.2	2.1	2.5	1.6	2.9
	45 - 54	0.5	0.9	0.5	0.4	0.1
55 or greater	0.2	0.2	1.9	0.2	0.2	
FYE by New vs. Continuing Students	Continuing Student	23.5	21.7	25.9	16.9	22.9
	New Student	3.4	6.9	6.3	2.4	8.2

Courses Included:

SUBJ_COU_NBR	ABBR_TITLE	FY2021	FY2022	FY2023	FY2024	FY2025
6-Digit CIP Code: 521801						
MKTG1108-	Customer Relations Mgmt	2.5	3	3.6	1.4	3
MKTG2116-	Advertising	3	2.8	3.5	0.7	2.7
MKTG2120-	Supervisory Leadership	7.2	8.3	6.7	5	6.8
MKTG2200-	Prin of Marketing	3.8	4.1	4.7		5.3
MKTG2201-	Prin of Sales					
MKTG2205-	Prin of Retailing	0.2				
MKTG2300-	Marketing Research	0.9	1.5	1.8	1.8	1.8
MKTG2304-	Applied Sales Techniques	1.4	2.3	2.4	1.4	2.8
MKTG2306-	Small Business Mgmt	1.9	2.2	2.3	2	2
MKTG2320-	Marketing Management	1.7	0.9	1.5	1.6	1.3
MKTG2410-	Social Media Marketing	2.8	2.3	3.1	3.1	3.2
MKTG2430-	Digital Marketing I	1	0.7	1.6	1.8	1.4
MKTG2450-	Digital Marketing II	0.5	0.5	1	0.5	0.8

Course Metrics for Concurrent Sections/Courses

This page represents course metrics for any course tagged with MDE Code 1 and 2; representing College in the High School and Online College in the High School Sections

Metric	Category	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
Course FYE						
FYE by Student Type	Concurrent					
	PSEO					
	Undergraduate					
FYE by Delivery Mode	Face-to-Face					
	Mixed Delivery					
	Online/Remote					
FYE by Developmental Education						
FYE by First Generation (MN)	First Gen. MN					
	First Gen. MN Unknown					
	Not First Gen. MN					
FYE by Low Income	Low Income (Pell Grant Eligible)					
	No Financial Information					
	Not Low Income (Pell Grant Ineligible)					
FYE by Race and Ethnicity (IPEDS)	Students of Color					
	American Indian or Alaska Native					
	Asian					
	Black or African American					
	Hispanic of any race					
	Native Hawaiian or Other Pacific Islander					
	Two or more races					
	White					
	Nonresident Alien					
	Unknown race and ethnicity					
FYE by Student Gender (Sex)	Female					
	Male					
	Unknown					
FYE by Age Category	20 and younger					
	18 or less					
	19 - 20					
	21 and Older					
	21 - 24					
	25 - 34					
	35 - 44					
	45 - 54					
55 or greater						
FYE by New vs. Continuing Students	Continuing Student					
	New Student					

Course Success Metrics for all Courses

Metric	Category	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
Course Success Rates (C grades and higher)		83%	82%	86%	80%	85%
	Concurrent					
Success by Student Type	PSEO	75%	100%	82%	86%	88%
	Undergraduate	83%	81%	86%	79%	84%
Success by Delivery Mode	Face-to-Face	83%	89%	82%	80%	88%
	Mixed Delivery	83%	56%	82%		
	Online/Remote	83%	77%	90%	79%	84%
Success by Developmental Education						
Success by First Generation (MN)	First Gen. MN	68%	75%	88%	85%	90%
	Not First Gen. MN	85%	83%	85%	78%	84%
Success by Low Income	Low Income (Pell Grant Eligible)	78%	83%	82%	80%	84%
	Not Low Income (Pell Grant Ineligible)	84%	74%	95%	80%	90%
Success by Race and Ethnicity (IPEDS)	Student of Color	67%	73%	73%	75%	89%
	American Indian or Alaska Native	67%	0%	33%	50%	100%
	Asian	100%	100%	100%	100%	100%
	Black or African American	36%	91%	55%	76%	100%
	Hispanic of any race	70%	75%	87%	78%	85%
	Native Hawaiian or Other Pacific Islander		100%	0%	100%	
	Two or more races	86%	60%	25%	63%	56%
	White	86%	83%	89%	81%	83%
	Nonresident Alien		100%	67%	100%	100%
	Unknown race and ethnicity	100%	100%	100%		100%
Success by Student Gender (Sex)	Female	86%	85%	87%	78%	87%
	Male	80%	77%	85%	82%	80%
Success by Age Category	20 and younger	86%	83%	84%	77%	88%
	18 or less	81%	90%	84%	82%	84%
	19 - 20	88%	80%	84%	74%	91%
	21 and Older	81%	81%	88%	82%	81%
	21 - 24	79%	76%	94%	81%	74%
	25 - 34	80%	85%	84%	80%	82%
	35 - 44	77%	81%	80%	90%	97%
	45 - 54	100%	89%	80%	100%	100%
	55 or greater	100%	100%	100%	33%	100%
Success by New vs. Continuing Students	Continuing Student	85%	88%	86%	82%	87%
	New Student	74%	61%	84%	67%	78%

Courses Included:

SUBJ_COU_NBR	ABBR_TITLE	FY2021	FY2022	FY2023	FY2024	FY2025
6-Digit CIP Code:	521801					
MKTG1108-	Customer Relations Mgmt	76%	84%	83%	92%	87%
MKTG2116-	Advertising	77%	86%	86%	93%	93%
MKTG2120-	Supervisory Leadership	90%	78%	84%	86%	87%
MKTG2200-	Prin of Marketing	84%	85%	83%	76%	91%
MKTG2201-	Prin of Sales					
MKTG2205-	Prin of Retailing	50%				
MKTG2300-	Marketing Research	90%	100%	100%	78%	89%
MKTG2304-	Applied Sales Techniques	71%	83%	88%	71%	71%
MKTG2306-	Small Business Mgmt	68%	64%	61%	80%	80%
MKTG2320-	Marketing Management	89%	100%	100%	69%	77%
MKTG2410-	Social Media Marketing	89%	74%	94%	74%	72%
MKTG2430-	Digital Marketing I	80%	89%	88%	50%	93%
MKTG2450-	Digital Marketing II	100%	80%	100%	80%	88%
MKTG2900-	Internship I	50%	67%			100%
MKTG2920-	Internship II			100%		

Course Success Metrics for Undergraduate Lecture Courses

This page represents course metrics for any course tagged as a Lecture (Instruction Type 01) or Lec/Lab (Instruction Type 04) with no MDE Code

Metric	Category	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
Course Success		83%	81%	86%	77%	85%
Success by Student Type	Concurrent					
	PSEO	75%	100%	82%	78%	88%
	Undergraduate	83%	81%	86%	77%	84%
Success by Delivery Mode	Face-to-Face	82%	89%	81%	84%	88%
	Mixed Delivery	90%	56%	82%		
	Online/Remote	83%	77%	90%	76%	84%
Success by Developmental Education						
Success by First Generation (MN)	First Gen. MN	68%	74%	88%	84%	90%
	Not First Gen. MN	85%	83%	85%	76%	84%
Success by Low Income	Low Income (Pell Grant Eligible)	78%	82%	82%	77%	84%
	Not Low Income (Pell Grant Ineligible)	84%	74%	95%	82%	90%
Success by Race and Ethnicity (IPEDS)	Student of Color	69%	71%	72%	73%	89%
	American Indian or Alaska Native	67%	0%	33%	50%	100%
	Asian	100%	100%	100%	100%	100%
	Black or African American	36%	90%	55%	73%	100%
	Hispanic of any race	78%	74%	86%	77%	85%
	Native Hawaiian or Other Pacific Islander		100%	0%	100%	
	Two or more races	86%	60%	25%	67%	56%
	White	85%	83%	89%	78%	83%
	Nonresident Alien		100%	67%	100%	100%
	Unknown race and ethnicity	100%	100%	100%		100%
Success by Student Gender (Sex)	Female	85%	84%	87%	73%	87%
	Male	81%	77%	84%	84%	80%
Success by Age Category	20 and younger	86%	83%	84%	76%	88%
	18 or less	81%	90%	84%	76%	84%
	19 - 20	88%	80%	84%	75%	90%
	21 and Older	81%	80%	87%	79%	81%
	21 - 24	80%	76%	93%	82%	74%
	25 - 34	80%	84%	83%	72%	82%
	35 - 44	77%	81%	80%	88%	97%
	45 - 54	100%	89%	80%	100%	100%
55 or greater	100%	100%	100%	50%	100%	
Success by New vs. Continuing Students	Continuing Student	85%	88%	86%	79%	87%
	New Student	74%	61%	84%	67%	78%

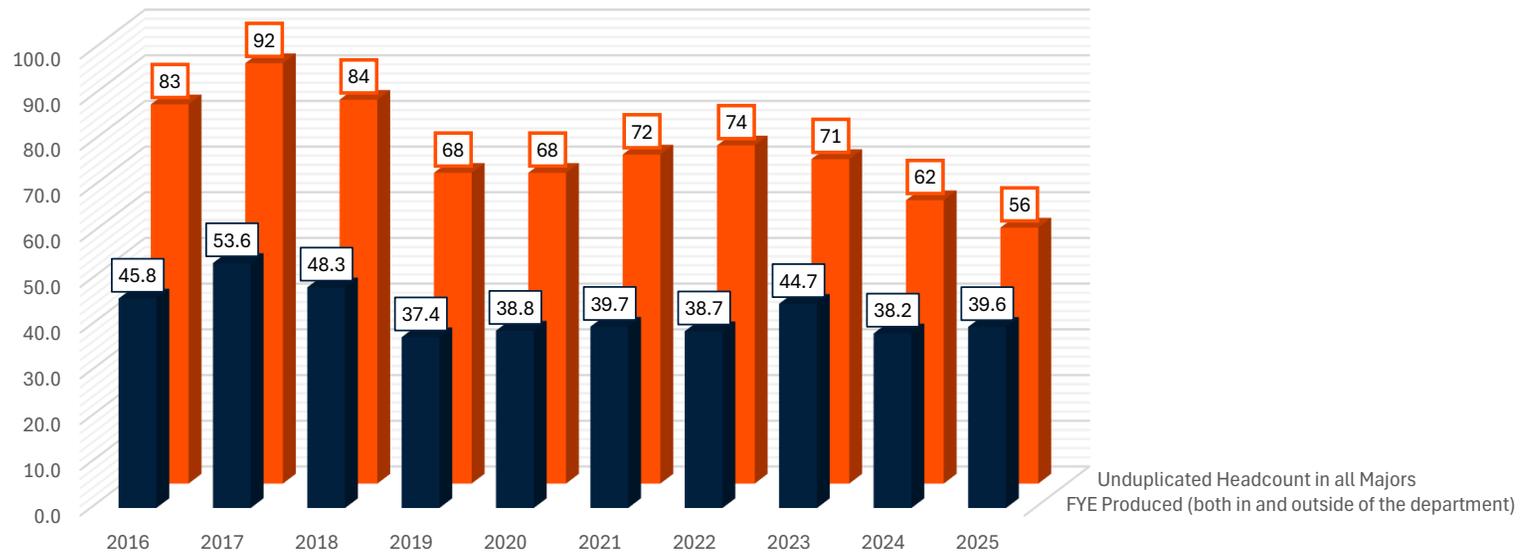
Courses Included:

SUBJ_COU_NBR	ABBR_TITLE	FY2021	FY2022	FY2023	FY2024	FY2025
6-Digit CIP Code: 521801						
MKTG1108-	Customer Relations Mgmt	76%	83%	83%	93%	87%
MKTG2116-	Advertising	77%	86%	86%	86%	93%
MKTG2120-	Supervisory Leadership	90%	78%	84%	86%	87%
MKTG2200-	Prin of Marketing	84%	85%	83%		91%
MKTG2201-	Prin of Sales					
MKTG2205-	Prin of Retailing	50%				
MKTG2300-	Marketing Research	89%	100%	100%	78%	89%
MKTG2304-	Applied Sales Techniques	71%	83%	88%	71%	71%
MKTG2306-	Small Business Mgmt	68%	64%	61%	80%	80%
MKTG2320-	Marketing Management	88%	100%	100%	69%	77%
MKTG2410-	Social Media Marketing	89%	74%	94%	74%	72%
MKTG2430-	Digital Marketing I	80%	86%	88%	50%	93%
MKTG2450-	Digital Marketing II	100%	80%	100%	80%	88%

Department Major Metrics

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
FYE Produced (both in and outside of the department)	45.8	53.6	48.3	37.4	38.8	39.7	38.7	44.7	38.2	39.6
Dgtl MktgAAS	0	8	6	10	23	19	19	11	13	8
DigMktg-Cert	0	10	6	11	13	10	14	14	13	14
Mkt Mgmt-AAS	83	83	78	59	55	56	57	57	49	48
Unduplicated Headcount in all Majors	83	92	84	68	68	72	74	71	62	56

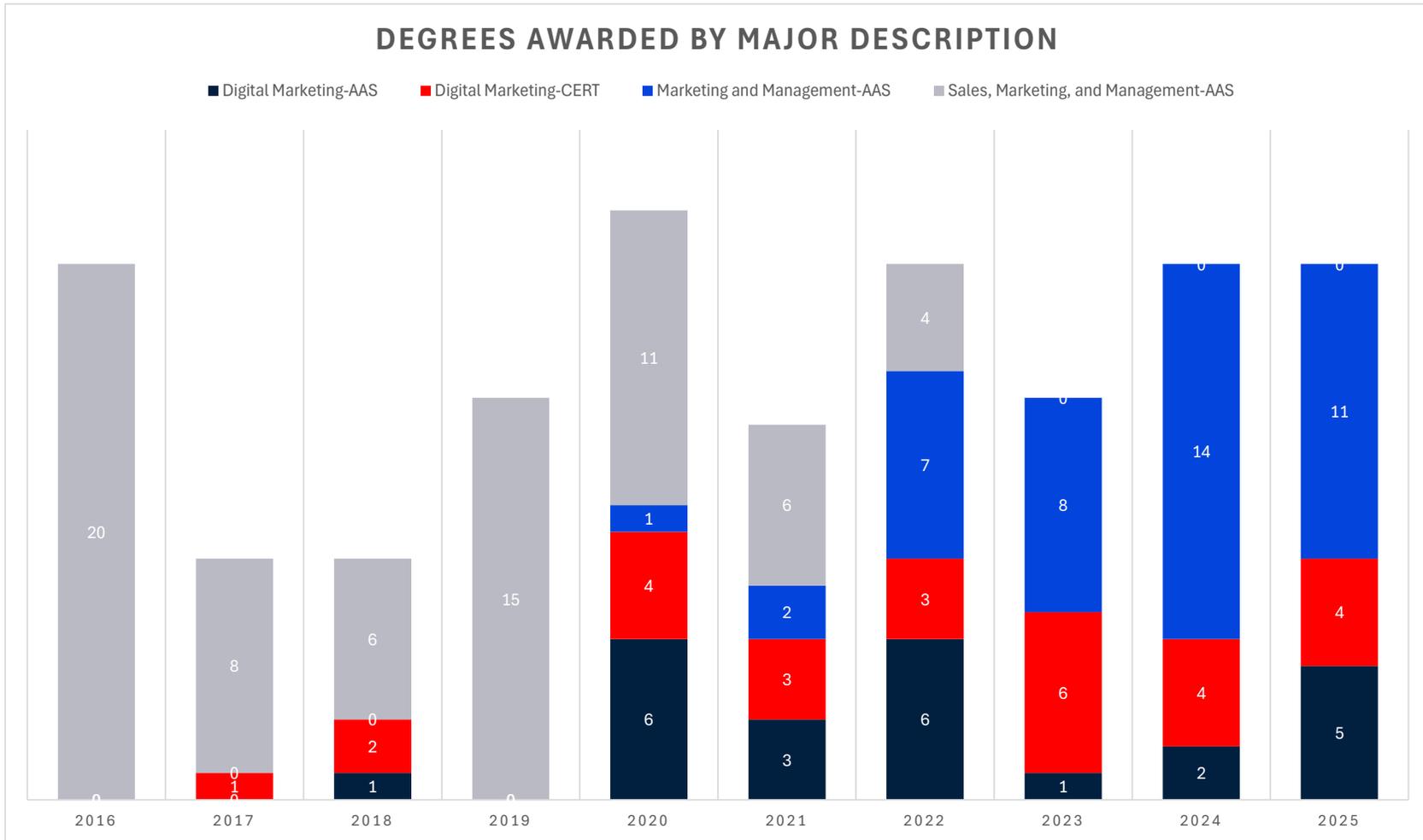
Department Major Fiscal Year Trends



CTE Program Health Review

Degrees Awarded

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Digital Marketing-AAS	0	0	1	0	6	3	6	1	2	5
Digital Marketing-CERT	0	1	2	0	4	3	3	6	4	4
Marketing and Management-AAS	0	0	0	0	1	2	7	8	14	11
Sales, Marketing, and Management-AAS	20	8	6	15	11	6	4	0	0	0



Major Completion and Persistence Rates

Department HLC Success Outcomes

HLC Student Success Risk Indicators measure entering first-time, full-time cohorts enrolled in department majors. A students entering cohort is the first term they attended Northland, not when they declared the program. For example, if a student entered Northland in 2020 under Major A, but switch to Major B in 2021, they are tracked with the 2020 Cohort under Major A. Graduation rates are not depended on the major a student graduates with.

HLC Success Indicator Definitions

First Year Retention: Measuring if a student is still enrolled or graduated from Northland one year after entering (e.g. Fall to Fall, Spring to Spring).

150% Graduation Rate: Measuring if a student has graduated from Northland with any degree five terms after entering Northland. Summer terms are excluded. For example: The 150% Graduation Rate for students who entered Fall 2020 would be if they graduated by Spring 2023.

8-Year Graduation and Transfer Rate: Measuring if a student has graduated from Northland or transferred to another institution 15 terms after entering Northland. Summer terms are excluded.

Indicating the Fiscal Year Students Entered Northland

Dgtl MktgAAS	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Cohort Size		3		1	4	1	2		3	
First Year Retention Rate		67%		100%	75%	0%	0%		67%	
150% Graduation Rate		67%		100%	50%	0%	0%			
8-Year Graduation & Transfer Rate		67%								

DigMktg-Cert	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Cohort Size		4			1		4		2	2
First Year Retention Rate		75%			0%		25%		50%	
150% Graduation Rate		75%			0%		25%			
8-Year Graduation & Transfer Rate		75%								

Mkt Mgmt-AAS	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Cohort Size	24	22	13	8	12	10	16	18	10	20
First Year Retention Rate	38%	36%	62%	50%	58%	70%	63%	50%	30%	

CTE Program Health Review

150% Graduation Rate	29%	18%	38%	25%	42%	30%	50%	
8-Year Graduation & Transfer Rate	50%	50%						

Department Graduation Outcomes - 3 Year Rates

The following tables indicate 3-year graduation rates for students based on the year term they entered the major. This is not based off of when they entered Northland, but when they declared the major. All majors are captured. Students are separated into three categories: graduated from that program, graduated but from a different program, and has not graduated in three years after entering the declaring the major.

Indicating the Fiscal Year Students Entered the Major (MAJOR_BEGIN_YRTR)

Dgtl MktgAAS	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Cohort Size	0	8	5	9	16	10	11	7	7	2
Graduated Same Program	0%	13%	0%	44%	50%	30%	27%	14%	43%	50%
Graduated Different Program	0%	25%	60%	11%	6%	0%	9%	29%	29%	50%
No Graduation	0%	63%	40%	44%	44%	70%	64%	57%	29%	0%

DigMktg-Cert	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Cohort Size	0	10	2	8	9	5	12	11	7	9
Graduated Same Program	0%	30%	0%	25%	56%	60%	25%	73%	43%	11%
Graduated Different Program	0%	30%	0%	13%	0%	0%	8%	0%	14%	11%
No Graduation	0%	40%	100%	63%	44%	40%	67%	27%	43%	78%

Mkt Mgmt-AAS	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Cohort Size	55	53	48	28	38	37	40	34	23	35
Graduated Same Program	24%	9%	29%	25%	34%	30%	40%	29%	22%	11%
Graduated Different Program	5%	19%	13%	0%	11%	3%	0%	9%	13%	0%
No Graduation	71%	72%	58%	75%	55%	68%	60%	62%	65%	89%