

The Survey of College Marketing Programs, 2010 Edition

Table 1.4: Does your department handle marketing for undergraduate education?

	Yes	No
Entire Sample	66.67%	33.33%

Table 1.4.1: Does your department handle marketing for undergraduate education? Broken out by public or private colleges.

Type of College	Yes	No
Private College	75.00%	25.00%
Public College	58.33%	41.67%

Table 1.4.2: Does your department handle marketing for undergraduate education? Broken out by the enrollment level of the college.

Enrollment Level	Yes	No
<2,000	70.37%	29.63%
2,000-5,000	77.78%	22.22%
>5,000-10,000	33.33%	66.67%
>10,000	80.00%	20.00%

Table 1.4.3: Does your department handle marketing for undergraduate education? Broken out by general Carnegie class of the institutions.

Carnegie Class of the Institutions	Yes	No
Community or Junior College	20.00%	80.00%
4-Year Degree Granting College	90.48%	9.52%
MA/PHD-Granting College	59.09%	40.91%
Carnegie Class 1 or 2 Research University	62.50%	37.50%

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Table 1.4.4: Does your department handle marketing for undergraduate education? Broken out by the percentage of students living in the within 75 miles of the campus before attending the college.

Percentage of the students who lived within 75 miles of the campus before attending the college	Yes	No
Less than 5%	80.00%	20.00%
Between 5% and 20%	54.55%	45.45%
20%+ to 50%	76.92%	23.08%
50% to 75%	73.33%	26.67%
More than 75%	63.64%	36.36%

Table 1.5: Does your department handle marketing for graduate education?

	Yes	No
Entire Sample	31.58%	68.42%

Table 1.5.1: Does your department handle marketing for graduate education? Broken out by public or private colleges.

Type of College	Yes	No
Private College	34.38%	65.63%
Public College	29.17%	70.83%

Table 1.5.2: Does your department handle marketing for graduate education? Broken out by the enrollment level of the college.

Enrollment Level	Yes	No
<2,000	29.63%	70.37%
2,000-5,000	33.33%	66.67%
>5,000-10,000	22.22%	77.78%
>10,000	40.00%	60.00%

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Table 1.5.3: Does your department handle marketing for graduate education? Broken out by general Carnegie class of the institutions.

Carnegie Class of the Institutions	Yes	No
Community or Junior College	0.00%	100.00%
4-Year Degree Granting College	38.10%	61.90%
MA/PHD-Granting College	36.36%	63.64%
Carnegie Class 1 or 2 Research University	25.00%	75.00%

Table 1.5.4: Does your department handle marketing for graduate education? Broken out by the percentage of students living in the within 75 miles of the campus before attending the college.

Percentage of the students who lived within 75 miles of the campus before attending the college	Yes	No
Less than 5%	20.00%	80.00%
Between 5% and 20%	27.27%	72.73%
20%+ to 50%	38.46%	61.54%
50% to 75%	33.33%	66.67%
More than 75%	27.27%	72.73%

Table 1.6: Does your department handle marketing for adult or continuing education?

	Yes	No
Entire Sample	21.05%	78.95%

Table 1.6.1: Does your department handle marketing for adult or continuing education? Broken out by public or private colleges.

Type of College	Yes	No
Private College	28.13%	71.88%
Public College	12.50%	87.50%