

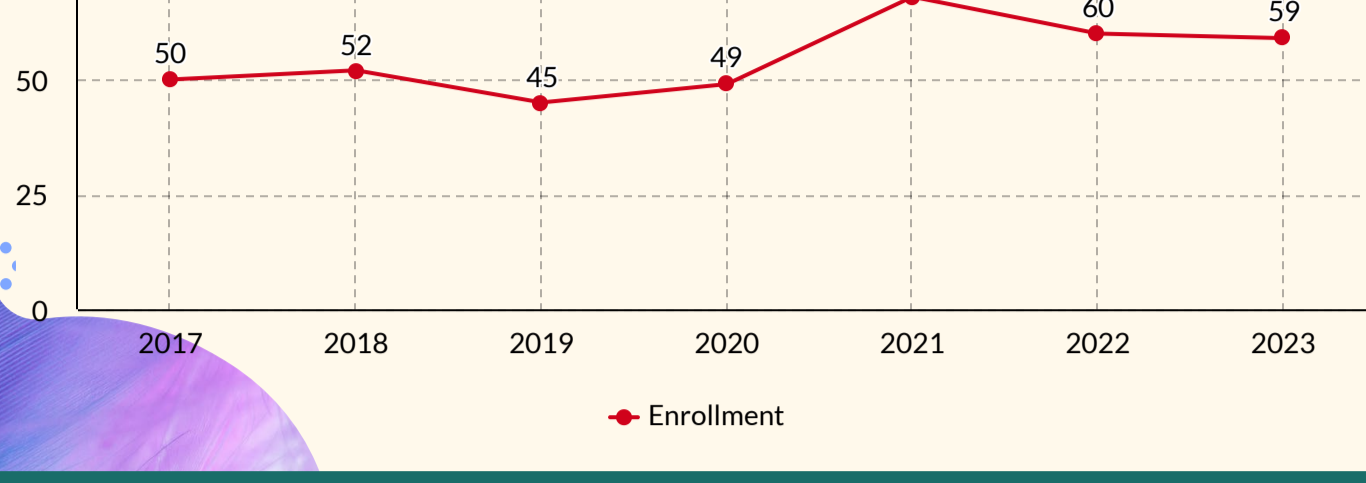
Marketing At-A-Glance

Factsheet Fall 2023

This report was prepared by:
Office of Institutional Research & Assessment
<https://www.american.edu/provost/oira/>

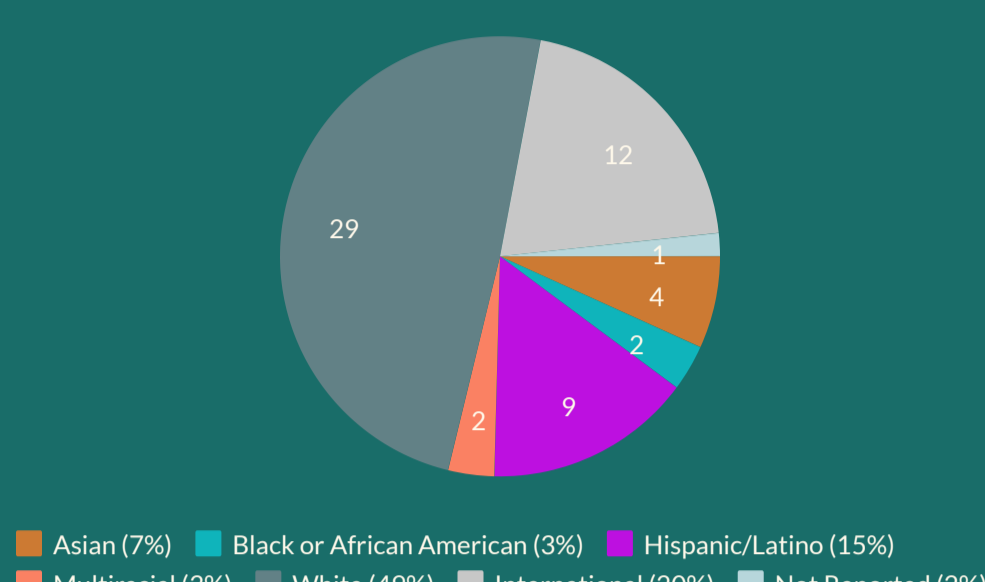
Undergraduate

7-year Bachelor's Enrollment Trend



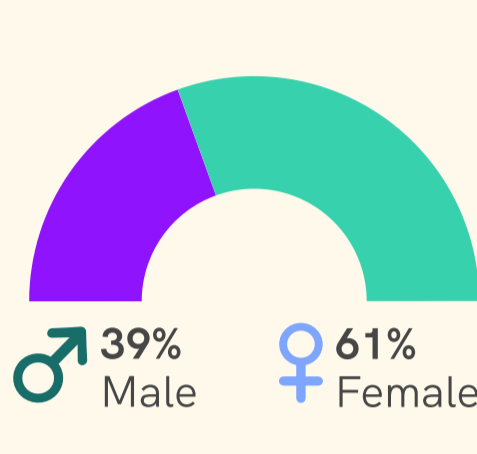
Undergraduate Race and Ethnicity

Overall



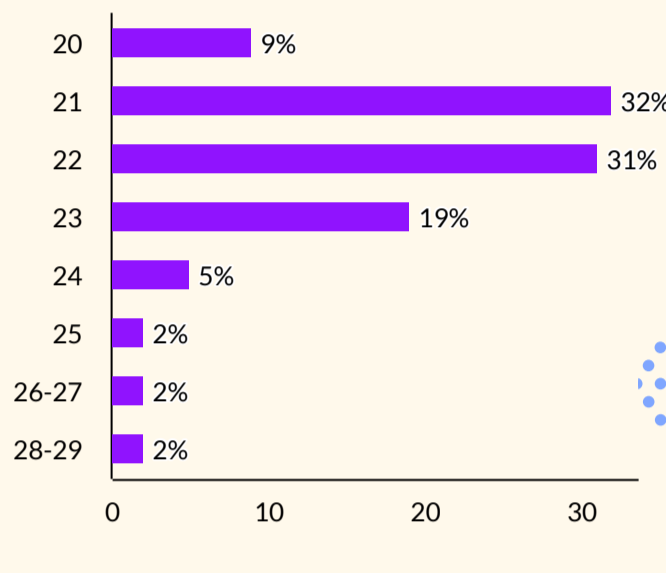
Undergraduate Students By Gender

Overall

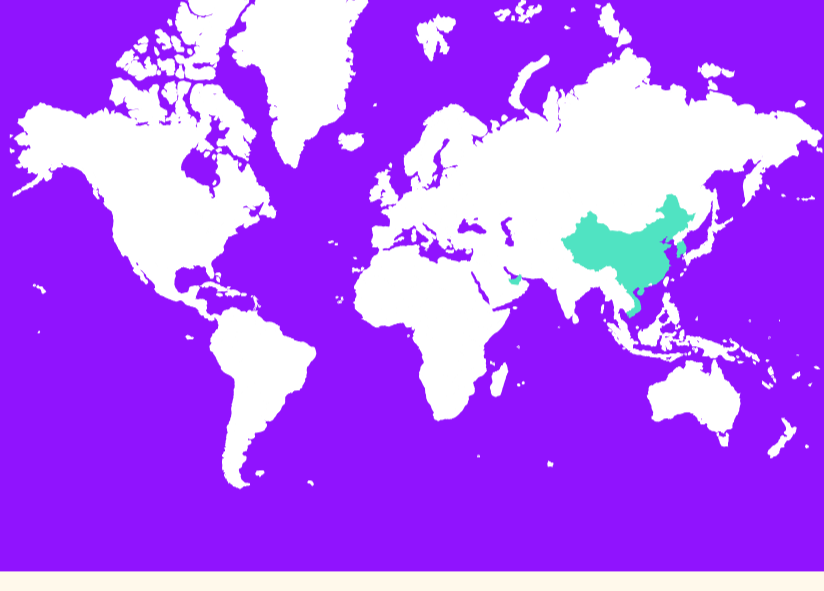


Undergraduate Students By Age

Overall



Top 3 Undergraduate International Enrollment by Country



KOGOD

- China (100)
- Vietnam (16)
- Panama (9)

Marketing

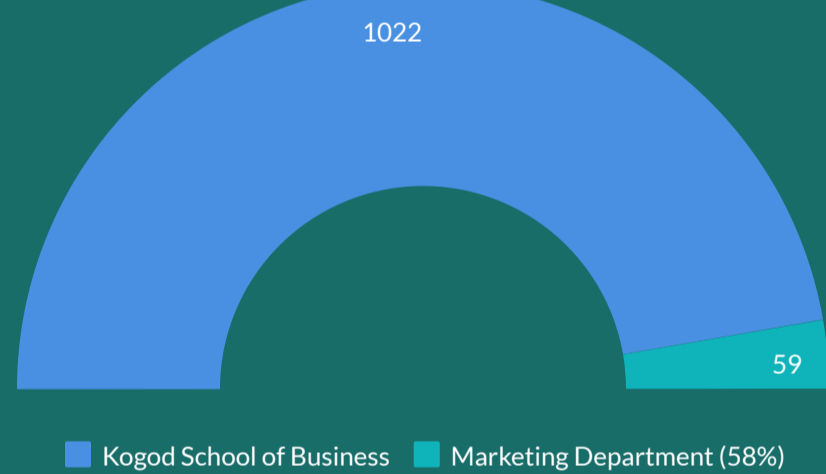
- China (30)
- South Korea (8)
- UAE (6)
- Vietnam (6)

Undergraduate Domestic Student Enrollment by Top 3 States

Overall

- New Jersey (10)
- New York (8)
- Massachusetts (4), Maryland (4), Virginia (4)

Undergraduate Enrollment by Schools and Department (2023)



Top 3 KOGOD Undergraduate Majors in 2023

- Business Administration (Business) (419)
- Finance (194)
- Business & Entertainment (104)

Master's Student

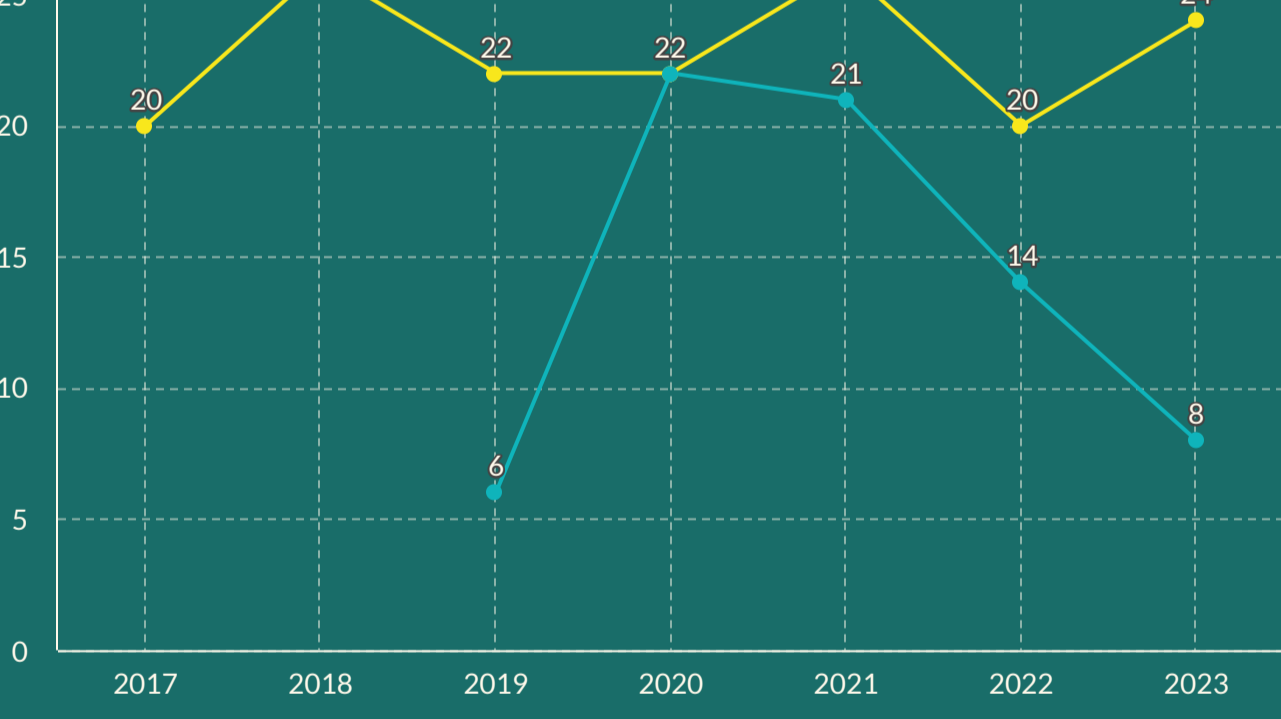
Fall 2023 New Enrolled Student:

24

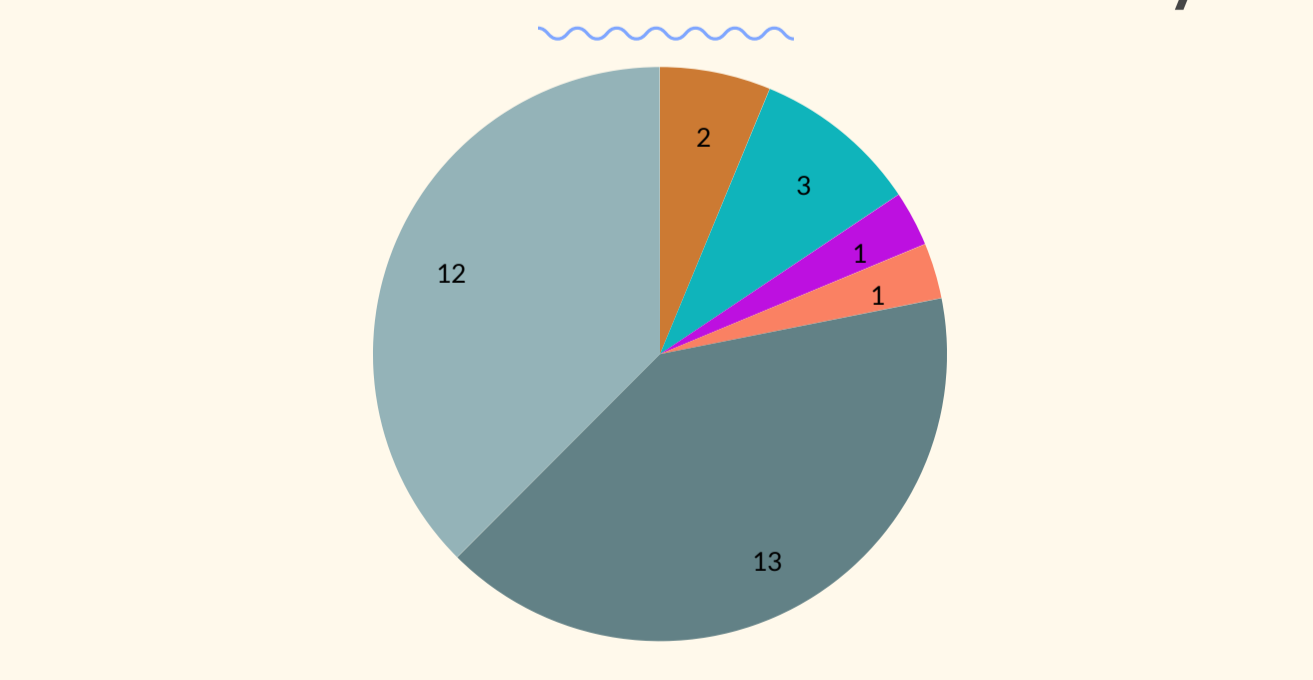
Fall 2023 Total Enrolled Student:

32

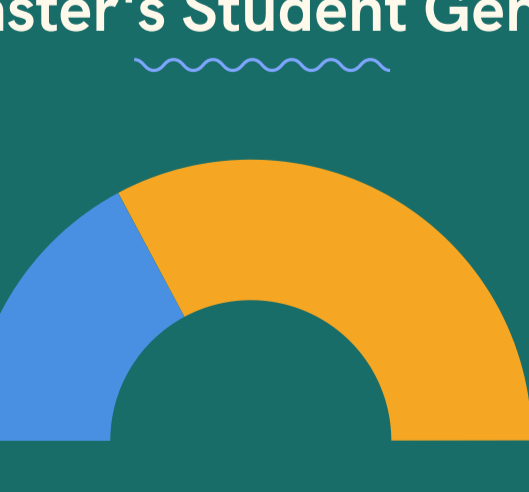
Master's Student Seven-year Enrollment Trend



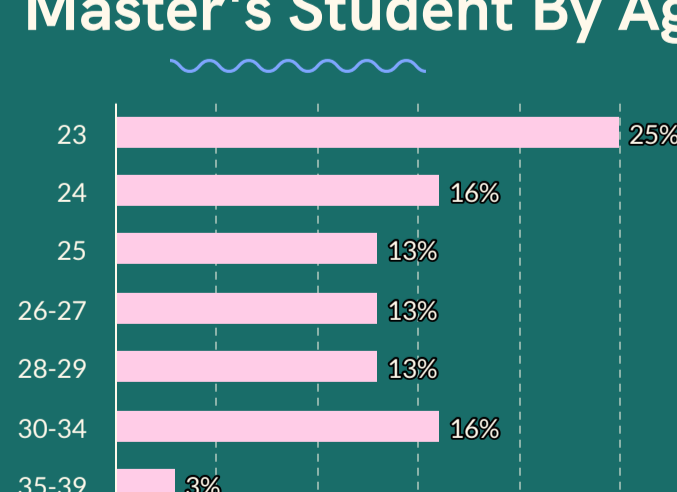
Master's Student Race and Ethnicity



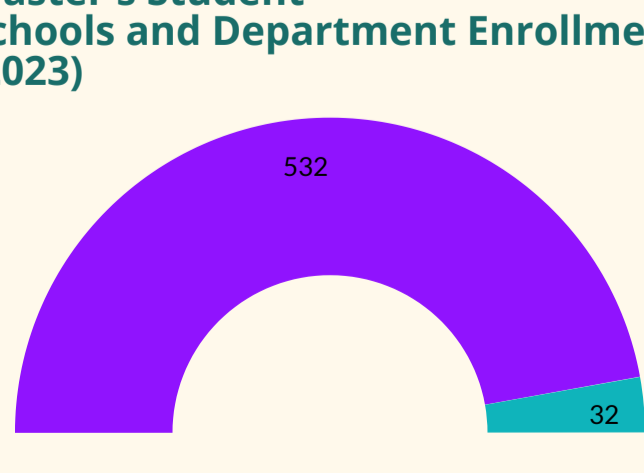
Master's Student Gender



Master's Student By Age



Master's Student Schools and Department Enrollment (2023)



KOGOD Master's Top 5 Face-to-Face Majors in 2023

- Analytics (78)
- Sustainability Management (56)
- Business Administration (54)
- Accounting (44)
- Finance (36)

Kogod Master's Top 3 Online Majors in 2023

- Business Administration (123)
- International Relations & Business (24)
- Analytics (21)

Questions?
Contact us!
oira@american.edu

Source: [Academic Data Reference Book](#). Data reported elsewhere in AU's internal dashboards and reports may not match data reported here.