

2015-2016 MARKETING EDUCATION ENROLLMENT DATA

| Career Career & Technical Education Secondary Enrollment Summary | | | | | |
|--|---------|---------|---------|---------|---------|
| | 2015-16 | 2014-15 | 2013-14 | 2012-13 | 2011-12 |
| Total Secondary CTE Enrollment (9-12) | 304,957 | 252,727 | 258,538 | 262,125 | 259,048 |
| Marketing Student Enrollment | 15,815 | 14,195 | 14,813 | 15,444 | 15,546 |
| # of Approved Marketing Programs | 121 | 121 | 118 | 118 | 117 |

Course Enrollment

| Course | FY15 # of Districts | FY15 # of Students | FY16 # of Districts | FY16 # of Students |
|---|---------------------|--------------------|---------------------|--------------------|
| Advanced Marketing | 70 | 1,515 | 72 | 1,576 |
| Advertising | 22 | 439 | 22 | 432 |
| Entrepreneurship | 49 | 1,361 | 44 | 1,325 |
| Fashion Merchandising | 7 | 137 | 9 | 124 |
| Fundamentals of Marketing | 107 | 5,982 | 105 | 7,198 |
| Hospitality Management | 5 | 89 | 5 | 50 |
| Leadership in the Workplace | 9 | 188 | 9 | 235 |
| Management | 13 | 260 | 13 | 312 |
| Marketing Research | 1 | 3 | 0 | 0 |
| Retailing | 11 | 151 | 14 | 204 |
| Sports and Entertainment Marketing | 54 | 1,580 | 53 | 1,677 |
| Supervised Marketing Education Employment | 73 | 1,626 | 73 | 1,708 |
| Travel and Tourism | 5 | 66 | 7 | 87 |
| Cooperative Career Education 1 | 10 | 365 | 10 | 365 |
| Cooperative Career Education 2 | 3 | 67 | 3 | 93 |
| Supervised CCE Employment | 14 | 366 | 13 | 429 |

**Students enrolled in multiple courses are counted in each course.*

DECA Membership

| | |
|-----------|-------|
| 2015-2016 | 8,065 |
| 2014-2015 | 8,500 |
| 2013-2014 | 8,500 |
| 2012-2013 | 8,655 |
| 2011-2012 | 8,558 |