

**18 Characteristics of Texas Public Doctoral Programs**  
**University of Texas at San Antonio**  
**Doctor of Philosophy (PhD) in Business Administration – Marketing**  
Date Program Established - 1/25/2002

For specific information about this Degree Program go to:  
<http://business.utsa.edu/phd/mkt/index.aspx>.

## Degree Information

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### 1. Number of Degrees per Year

For the three most recent years, average of the number of degrees awarded per academic year.

Academic Year	Number of Degrees Awarded
2013-2014	2
2014-2015	2
2015-2016	1
Average	1.7

### 2. Graduation Rates

For the three most recent years, average of the percent of first-year doctoral students<sup>1</sup> who graduated within ten years.

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<sup>1</sup> First-year doctoral students: Those students who have matriculated as doctoral students with a doctoral degree objective.

Notes: This program has not existed long enough to establish Cohort graduation rates.

### 3. Average Time to Degree

For each of the three most recent years, average of the graduates' time to degree<sup>2</sup>.

Academic Year	Average time to degree
2013-2014	5.8
2014-2015	4.5
2015-2016	4.7
Average	5

<sup>2</sup> For each academic year, the time to degree is defined as beginning the year students matriculated with a doctoral degree objective until the year they graduated

#### 4. Employment Profile (in field within one year of graduation)

For each of the three most recent years, the percent of graduates by year employed, those still seeking employment, and unknown.

Employment Field	Employed	Seeking employment	Unknown
2012-2013	100%		
2013-2014	100%		
2014-2015	100%		

#### 5. Admissions Criteria

See <http://graduateschool.utsa.edu/future-students/academic-programs/business-administration-ph.d.-marketing/> for admissions requirements.

#### 6. Percentage Full-time Students

FTS<sup>3</sup>/number students enrolled (headcount) for last three fall semesters.

Fall Semester	Percent Full-time Students
Fall 2013	66.8%
Fall 2014	83.3%
Fall 2015	87.5%

<sup>3</sup>Definition of Full Time Student (FTS) is nine hours or more per semester.

#### 7. Average Institutional Financial Support Provided

For those receiving financial support, the average monetary institutional support provided per full-time graduate student for the prior year from assistantships, scholarships, stipends, grants, and fellowships (does not include tuition or benefits).

Academic Year	FTS Average Financial Support
2015-2016	\$25,000

**8. Percentage Full-time Students (FTS) with Institutional Financial Support**

In the prior year, the number of FTS with at least \$1000 of annual support/the number of FTS.

Academic Year	Percent of FTS Financial Support
2015-2016	100%

**9. Number of Core Faculty**

Number of core faculty in the prior year.

Academic Year	Number of Core Faculty
2015-2016	9

**10. Core Faculty Ratio**

For each of the three most recent years, average of full-time student equivalent (FTSE)/average of full-time faculty equivalent (FTFE) of core faculty.

Academic Year	Student-Core Faculty Ratio
2013-2014	1.4
2014-2015	
2015-2016	.8

**11. Core Faculty Publications**

For each of the three most recent years, average of the number of discipline-related refereed papers/publications, books/book chapters, juried creative/performance accomplishments, and notices of discoveries filed/patents issued per core faculty member.

Academic Year	Average Number of Publications per Core Faculty
2013-2014	8.6
2014-2015	1.4
2015-2016	1.0

## 12. Core Faculty External Grants

For each of the three most recent years, the number of core faculty receiving external funds, average external funds per faculty, and total external funds per program per academic year<sup>4</sup>.

Academic Year	Number of Core Faculty Receiving External Funds	Average External Grants \$ per Core Faculty	Total External Grants \$
2013-2014	2	\$8,375	\$75,376
2014-2015			
2015-2016	8	\$11,082	\$88,658

<sup>4</sup>All external funds received by core faculty from any source including research grants, training grants, gifts from foundations, etc., reported as expenditures.

**Notes:** Average external grants per core faculty divides the total amount of external grants for that year by the total number of core faculty for that academic year.

## 13. Faculty Teaching Load

Total number of semester credit hours in organized teaching courses taught per academic year by core faculty divided by the number of core faculty.

Academic Year	Faculty Teaching Load
2015-2016	12.7

## 14. Faculty Diversity

Core faculty by ethnicity (White, Black, Hispanic, Other) and gender.

2015-2016	White	Black	Hispanic	Other	Total
Female	0	0	0	2	2
Male	2	0	1	4	7
Total	2	0	1	6	9

**15. Student Diversity**

Enrollment headcount by diversity (White, Black, Hispanic, Other) and gender in program during the prior year.

Fall 2015	White	Black	Hispanic	Other	Total
Female	0	0	0	2	2
Male	1	0	1	4	6
Total	1	0	1	6	8

**16. Date of Last External Review**

Date of last formal external review, updated when changed.

Date
Spring 2012

**17. Accreditation**

AACSB International—The Association to Advance Collegiate Schools of Business

**18. Student Publications/Presentations**

For the three most recent years, the number of discipline-related refereed papers/publications, juried creative/performance accomplishments, book chapters, books, and external presentations per year.

Academic Year	Number of Student Publications/Presentations
2013-2014	26
2014-2015	19
2015-2016	15