**Business Department Retention Rate (Fall 2022)**

Retention Rate Fall 2021 to Fall 2022 (University Retention Rate 74.8%)

|  |  |  |
| --- | --- | --- |
| **Major** | **Retention Rate** | **Goal** |
| Accounting | 81% | 75% |
| Business Management | 79% | 75% |
| Finance | 73% | 75% |
| International Business | 60% | 75% |
| Marketing | 69% | 75% |
| **Overall – Business** | **76%** | **75%** |