

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Accounting	No Emphasis	614	492	470	538	668
	Total	614	492	470	538	668
Applied Arts & Sciences	No Emphasis	1				
	Criminology	5	2	2	4	7
	Digital Marketing			2	8	7
	Human Services			1	1	7
	Leadership	1	11	22	24	29
	Personalized			5	10	5
	Professional Selling	1	1	1		
	Total	8	14	33	47	55
Art	Major Emphasis	35	47	45	36	43
	Art					1
	Graphic Design	97	70	62	73	91
	History	3	1		1	1
	Licensure	2	2	3	2	
	Total	137	119	110	112	136
Art Education	No Emphasis	47	51	62	61	59
	Total	47	51	62	61	59
Associate Arts & Science - Collaborative	No Emphasis	2	13	35	54	47
	Total	2	13	35	54	47
Associate of Applied Arts & Sciences	No Emphasis					115
	Major Emphasis					315
	Pre-Engineering					26

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Associate of Applied Arts & Sciences	Pre-Food Science					1
	Pre-Nursing					61
	Total					518
Biology	No Emphasis					4
	Biology Honors	2	1			1
	Cell/Physiology	104	119	96	84	84
	Early Admission Pre-professional Program					1
	Ecology, Evolution & Behavior	53	54	55	46	46
	Ecology/Field	3	3	3	2	
	Marine Biology & Freshwater Ecology	87	69	55	75	81
	Pre-Biomedical Professions	182	181	135	122	132
	Total	431	427	344	329	349
Business Analytics	No Emphasis	12	33	26	14	2
	Major Emphasis		31	56	70	64
	Business Analytics					25
	Data Mining & AI					2
	Digital Marketing		2	3	8	4
	Marketing					1
	Marketing Emphasis			5	23	24
	Supply Chain		5	4	14	14
	Supply Chain Management					3
	Total	12	71	94	129	139
Business Education	No Emphasis					2

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Business Education	Major Emphasis	9	6	6		
	Business & Computer Science Education Comprehensive	3	2			
	Business & Marketing Education Comprehensive	10	21	21	22	31
	Marketing Education	1				
Total		23	29	27	22	33
Chemistry	No Emphasis	3	4		2	3
	Analytical/Instrumental	8	2	6	4	2
	Biochemistry	42	26	28	13	21
	Business for Industry ACS Cert					2
	Honors	1				1
	Liberal Arts	11	25	29	18	13
	Professional ACS Approved	10	8	4	8	6
Total		75	65	67	45	48
Communication	Corporate & Health Communication	116	103	108	126	143
	Electronic Media	76	71	61	59	68
	Public Relations	132	96	91	102	106
Total		324	270	260	287	316
Communication Sciences & Disorders	No Emphasis	121	99	93	89	84
	Total	121	99	93	89	84
Computer Science	No Emphasis					1
	Applied Computing			1	4	8
	Comprehensive	84	66	43	42	38
	General	240	250	256	274	249

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

			2020	2021	2022	2023	2024
Computer Science		Total	324	316	300	320	296
Criminology	No Emphasis		273	215	201	201	200
		Total	273	215	201	201	200
Cybersecurity	Major Emphasis				37	62	87
	Comprehensive				5	16	27
	Cyber Operations				2	4	11
		Total			44	82	125
Early Child Care & Education	Leadership		8	7	7	16	19
	Teaching		8	14	21	26	29
		Total	16	21	28	42	48
Early Childhood Education	No Emphasis		268	241	200	204	206
		Total	268	241	200	204	206
Economics	No Emphasis		78	75	71	79	78
	Major Emphasis					2	1
	International Economics					1	1
		Total	78	75	71	82	80
Elementary Education	Elementary/Middle Education		535	550	528	289	132
		Total	535	550	528	289	132
Elementary/Middle Education	Dual Licensure					163	292
	Social Justice Literacy Middle Level					15	22
	STEM/STEAM Middle Level					8	25
		Total				186	339
English	No Emphasis			1			3

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
English	Creative Writing	47	36	37	40	46
	English Education	54	56	56	60	53
	Literature	12	24	25	24	18
	Professional Writing & Publishing	46	34	12	5	1
	Total	158	151	130	129	120
Entrepreneurship	No Emphasis	110	99	86	102	94
	Total	110	99	86	102	94
Environmental Science	Environmental Resource Management	33	37	34	29	30
	Geosciences	16	21	23	20	23
	Natural Sciences	56	40	41	41	41
	Total	105	98	98	90	94
Film Studies	No Emphasis	18	23	18	25	28
	Total	18	23	18	25	28
Finance	No Emphasis	6	4	1		1
	Major Emphasis	291	409	442	423	414
	Finance	100	85	70	88	94
	Finance Honors		1	1	1	
	Financial Planning	207	146	119	106	118
	Financial Planning Honors	2	2	1		
	Insurance	22	13	9	12	15
	Investment		11	21	56	92
	Investment Honors				1	3
	Real Estate	78	82	74	68	73

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Finance	Real Estate Honors		2	2	1	1
	Total	706	755	740	756	811
French	No Emphasis	9	6	3	6	7
	Total	9	6	3	6	7
General Business	No Emphasis		8	1	2	5
	Major Emphasis	115	119	114	100	96
	General Business	332	303	328	331	348
	Safety & Risk Management	7	9	4	5	9
	Total	454	439	447	438	458
General Management	No Emphasis	1	2			
	Major Emphasis	208	216	171		
	Healthcare Management	18	8	23		
	Managing Sports Programs	96	88	64		
	Nonprofit Management	9	5	6		
	Total	332	319	264		
Geography	No Emphasis				1	4
	Environment & Society			3	10	14
	General	19	19	12	6	1
	Geology	17	12	17	20	11
	Total	36	31	32	37	30
German	No Emphasis	8	9	7	9	10
	Total	8	9	7	9	10
History	No Emphasis	53	61	59	43	39

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
History	Major Emphasis	90	72	83	90	99
	History Honors	2	1	1	2	
	Public History	11	7	3	9	9
	Total	156	141	146	144	147
Human Performance	No Emphasis	26	121	193	227	267
	Total	26	121	193	227	267
Human Resource Management	No Emphasis		1	2		6
	Major Emphasis	158	131	117	103	88
	Total	158	132	119	103	94
Individually Designed	With Minor	1	1			
	Without Minor	1				
	Total	2	1			
Information Technology	Major Emphasis	109	93	70	57	52
	Business Analysis	26	11	4	4	5
	Data Analytics	22	13	7	4	4
	Networking & Security	39	37	39	40	31
	Total	196	154	120	105	92
Integrated Science-Business	No Emphasis	27	31	19	21	14
	Water	9	4	4	5	3
	Total	36	35	23	26	17
International Business	No Emphasis	70	36	17	6	
	Major Emphasis		14	33	29	36
	Global Sourcing				2	

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
International Business	Total	70	50	50	37	36
International Studies	No Emphasis				6	11
	Business	7	4	3	3	1
	Foreign Language & Area Studies	9	8	4	10	4
	International Economics			1	1	
	Public Diplomacy	11	5	3	3	
	Total	27	17	11	23	16
Japanese Studies	No Emphasis	13	13	17	13	18
	Total	13	13	17	13	18
Journalism	Advertising	93	63	52	43	36
	Broadcast/Print/Web	73	66	59	75	72
	International	4	2	1	4	4
	Total	170	131	112	122	112
Legal Studies	No Emphasis		26	45	62	89
	Total		26	45	62	89
Liberal Arts	No Emphasis	719	579	491	361	1
	Major Emphasis				121	
	Pre-Engineering				10	
	Pre-Nursing				23	
	Total	719	579	491	515	1
Liberal Studies	No Emphasis	26	19	11	7	3
	General	6	12	6	4	14
	Liberal Studies Honors				1	1

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Liberal Studies	Philosophy				1	2
	Religious Studies				1	
	With Minor	7	7	7	6	12
	Without Minor	19	22	19	26	25
	Total	58	60	43	46	57
Management	No Emphasis					2
	Major Emphasis				62	19
	Healthcare Management				25	24
	Managing Sports Programs				62	62
	Nonprofit Management				7	5
	Organization & Leadership Development				102	165
	Total				258	277
Marketing	No Emphasis	404	377	351	320	291
	Major Emphasis				1	
	Digital Marketing	92	126	135	150	
	Digital Marketing & AI					165
	Experiential & Sports Marketing	66	57	55	92	102
	Innovation & Social Enterprises		1	2	2	
	Professional Sales		1			
	Professional Selling	76	63	74	77	91
	Retail Management	7	6	4	2	1
	Total	645	631	621	644	650
Mathematics	No Emphasis	61	45	35	47	38

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Mathematics	Major Emphasis		18	24	21	22
	Actuarial Science	42	35	29	27	23
	Applied Mathematics	15	9	3	1	
	Math Statistics	1			1	
	Pure Mathematics	8	6	4	2	
	Statistics	21	19	16	17	12
Total		148	132	111	116	95
Media Arts & Game Development	Communication/Gaming Technology	63	82	89	70	58
	Technology	45	26	32	28	32
	Visual Media Design	58	38	34	43	42
Total		166	146	155	141	132
Music	No Emphasis	23	10	9	10	9
	Major Emphasis	3	2	1	1	1
	Choral Education	22	22	20	19	18
	General Education	6	9	1	1	
	Instrumental Education	66	62	61	81	82
	Instrumental Performance	17	22	18	14	15
	Keyboard Performance	1	1	2	1	1
	Performance	1				
	Theory-Composition	8	2	4	8	7
	Vocal Performance	9	5	4	6	5
Total		156	135	120	141	138
Occupational Safety	Major Emphasis	91	67	58	55	64

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Occupational Safety	Construction Safety	39	30	22	21	28
	Environmental Management	16	16	11	9	9
	Occupational Ergonomics	3				
	Total	149	113	91	85	101
Physical Education	No Emphasis					1
	EC-A License	149	164	31	1	
	Health Education & Adapted PE			147	195	193
	Health, Human Performance & Recreation	130	52	16	3	1
	Total	279	216	194	199	195
Physics	No Emphasis	2	1	2	4	2
	Engineering	20	21	29	24	24
	Graduate School	8	5	7	8	8
	Total	30	27	38	36	34
Political Science	No Emphasis	56	56	72	68	64
	Honors	1	1	1		2
	Legal Studies	77	33	13	4	1
	Political Science					1
	Total	134	90	86	72	68
Pre-Professional	No Emphasis					8
	Chiropractic	4	1	3	1	
	Dentistry	7	5	3	1	
	Medicine	15	13	16	5	2
	Optometry	1		1	1	

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Pre-Professional	Pharmacy	3	5	6	2	
	Physical Therapy	2	2		2	
	Veterinary Medicine	9	7	11	3	
	Total	41	33	40	15	10
Professional Writing & Publishing	No Emphasis			21	22	23
	Total			21	22	23
Psychology	No Emphasis	8	15	7	9	6
	Major Emphasis	463	430	395	414	411
	Total	471	445	402	423	417
Public Policy & Administration	No Emphasis	24	25	22	23	16
	Total	24	25	22	23	16
Social Studies	Economics 1		1	1	1	
	Geography			1	1	1
	History	15	21	25	13	8
	Political Science	2	1	1		
	Psychology Option 1			4	3	2
	Social Studies Broadfield	3	5	4	1	
	Sociology	2	4	5	5	1
	Total	22	32	41	24	12
Social Work	No Emphasis	4	4	15	66	78
	Major Emphasis	224	174	164	153	147
	Total	228	178	179	219	225
Sociology	No Emphasis	7	3	3	3	3

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Sociology	Major Emphasis	55	46	32	25	17
	Global Comparative Studies				2	1
	Honors	2				
	Total	64	49	35	30	21
Spanish	No Emphasis	66	46	40	46	41
	Total	66	46	40	46	41
Special Education	No Emphasis		31	79	116	157
	Cross Categorical Program Cognitive Disabilities	80	63	40	17	3
	Cross Categorical Program Intellectual Disabilities	6	6			
	Cross Categorical Program LD/EBD	63	44	29	16	3
	Total	149	144	148	149	163
Supply Chain & Operations Management	Major Emphasis	55	73			
	Logistics Analytics		2			
	Project Management	68	47			
	Total	123	122			
Supply Chain Management	No Emphasis					1
	Major Emphasis			5	18	37
	Global Sourcing			8	5	5
	Logistics Analytics			4	9	6
	Project Management			25	16	22
	Supply Chain Management			67	67	57
	Total			109	115	128
Theatre	No Emphasis	18	15	15	13	20

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

University of Wisconsin-Whitewater

Fall Enrollment for Degree-Seeking Undergraduate Students

by Major and Emphasis

		2020	2021	2022	2023	2024
Theatre	Design/Technology	12	9	10	11	7
	Management/Promotion	1				
	Performance	9	7	8	12	10
	Stage Management	4	6	4	4	5
	Total	44	37	37	40	42
Women's & Gender Studies	No Emphasis	14	13	22	13	10
	Total	14	13	22	13	10
Undeclared	No Emphasis	311	349	279	273	173
	Total	311	349	279	273	173
Undeclared Major-Business	No Emphasis	237	275	279	277	270
	Total	237	275	279	277	270

Note: College affiliation is determined by major. Headcount is duplicated; students who have more than one major are counted in each major with which they are affiliated. It should be noted that while a student may declare a program (such as Pre-Professional and Undeclared Business) as a precursor to declaring a specific major associated with that program, a student cannot receive a degree in these academic programs of study. Enrollment excludes study away students.

Additional definitions are available in the IRAP glossary at <https://www.uww.edu/irap/>

Institutional Research, Assessment and Planning, UW-Whitewater 12/2024