

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 |

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|--------------------------------------|--|------------|------------|------------|------------|------------|
| Associate of Applied Arts & Sciences | Pre-Engineering | | | | | 26 |
| | 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 | |

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| Business Analytics | Total | 12 | 71 | 94 | 129 | 139 |
| Business Education | No Emphasis | | | | | 2 |
| | 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 |

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|------------------------------|-----------------------------|------------|------------|------------|------------|------------|
| Computer Science | Applied Computing | | | 1 | 4 | 8 |
| | Comprehensive | 84 | 66 | 43 | 42 | 38 |
| | General | 240 | 250 | 256 | 274 | 249 |
| | 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 | |
| | Total | 78 | 75 | 71 | 82 | 79 |
| Elementary Education | Elementary/Middle Education | 535 | 550 | 528 | 289 | 132 |
| | Total | 535 | 550 | 528 | 289 | 132 |
| Elementary/Middle Education | Dual Licensure | | | | 163 | 292 |

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| Elementary/Middle Education | Social Justice Literacy Middle Level | | | | 15 | 22 |
| | STEM/STEAM Middle Level | | | | 8 | 25 |
| | Total | | | | 186 | 339 |
| English | No Emphasis | | 1 | | | 3 |
| | 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 |

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|---------------------------|---------------------------|------------|------------|------------|------------|------------|
| Finance | 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 |
| | 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 |

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| Geography | 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 |
| | 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 |

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|-----------------------------|---------------------------------|------|------|------|------|------|
| Information Technology | 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 | |
| | 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 |

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|------------------------|---------------------------------------|------------|------------|------------|------------|----------|
| 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 |
| | 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 | |

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|--|---------------------------------|------------|------------|------------|------------|------------|
| Marketing | 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 |
| | 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 | 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 |

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|---------------------|--|------------|------------|------------|------------|------------|
| Music | 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 |
| | 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 |

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| Physics | Total | 30 | 27 | 38 | 36 | 34 |
| Political Science | No Emphasis | 56 | 56 | 72 | 68 | 64 |
| | Major Emphasis | | | | | 1 |
| | Honors | 1 | 1 | 1 | | 2 |
| | Legal Studies | 77 | 33 | 13 | 4 | 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 | |
| | 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 |

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| 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 |
| | 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 |

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| Special Education | 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 |
| | 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 |

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| Undeclared Major-Business | No Emphasis | 237 | 275 | 279 | 277 | 270 |
| | Total | 237 | 275 | 279 | 277 | 270 |

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Institutional Research, Assessment and Planning, UW-Whitwater 5/2025