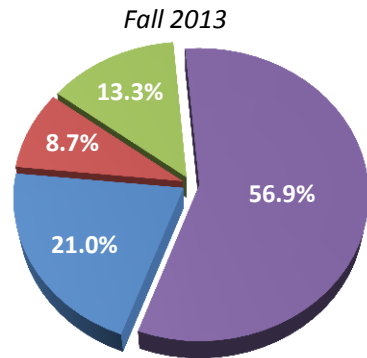


This is a profile of the Associate of Science in Marketing. The purpose of this document is to highlight the program's enrollments, demographics and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and enrollment by gender and race/ethnicity. Outcomes information includes retention rates, graduation rates, transfer rates, degrees awarded by race/ethnicity, and 4-year colleges to which students transferred.

Enrollment by Registration Type



■ First-Time* ■ Transfer** ■ Stop-out*** ■ Returning****

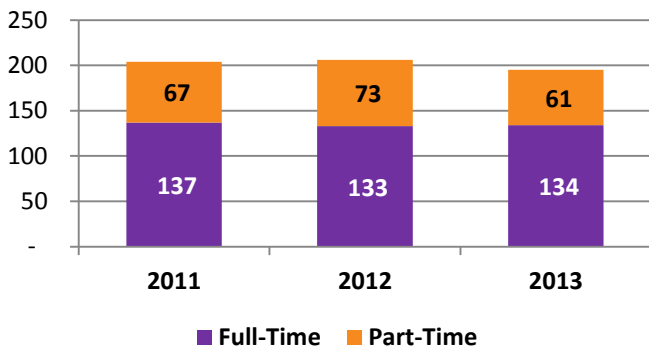
*New to college **New to Bergen (originally enrolled at different institution)

Not enrolled in previous semester *Enrolled in previous semester

Source: SURE Enrollment File

Enrollment by Attendance

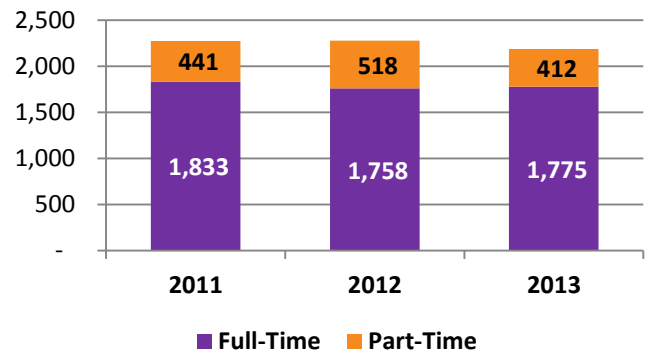
Student Status	2011	2012	2013
Full-Time	137	133	134
Part-Time	67	73	61
TOTAL	204	206	195



Source: SURE Enrollment File

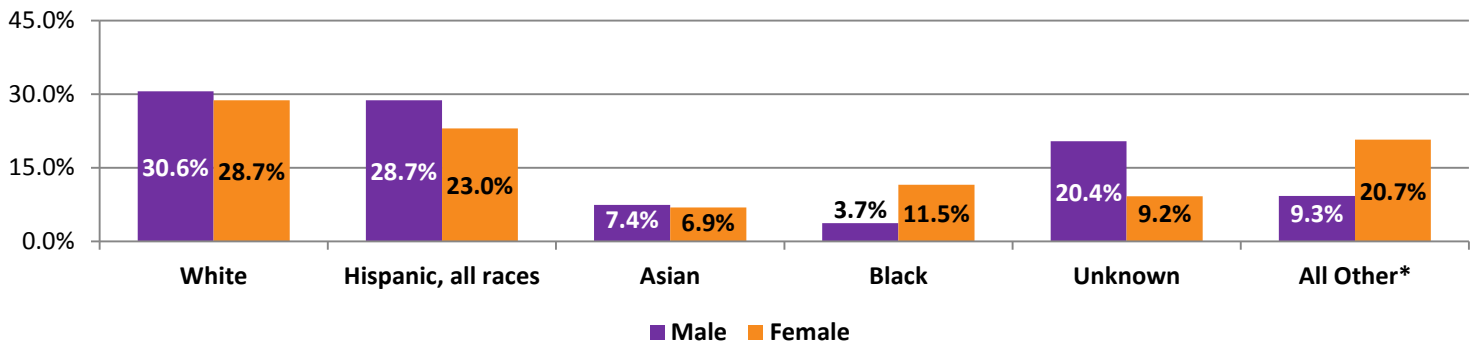
Credits Enrolled by Attendance

Student Status	2011	2012	2013
Full-Time	1,833	1,758	1,775
Part-Time	441	518	412
TOTAL	2,274	2,276	2,187



Source: SURE Enrollment File

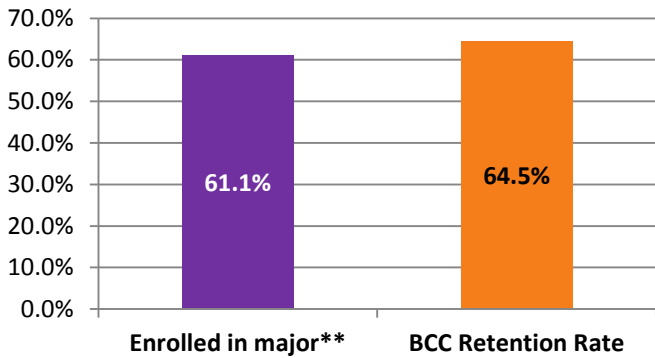
Enrollment by Gender & Race/Ethnicity, Fall 2013



*All Other category includes American Indian/Alaskan Natives, Hawaiian/Pacific Islanders, Non-Resident Aliens, and students who reported two or more races.

Source: SURE Enrollment File

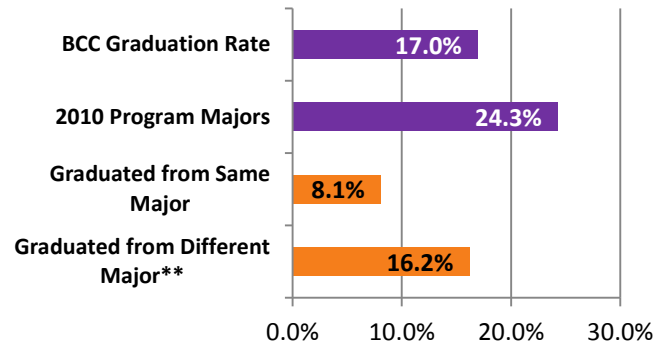
One-Year Retention, FTFTD*, Fall 2012



*One-Year Retention Rate includes First-Time, Full-Time, Degree Seeking Students in Fall 2012 who re-enrolled at BCC in Fall 2013. **Students who were enrolled in major in Fall 2012 and re-enrolled at BCC in Fall 2013.

Source: SURE Enrollment File

Graduation Rates, FTFTD*, 2010 Cohort

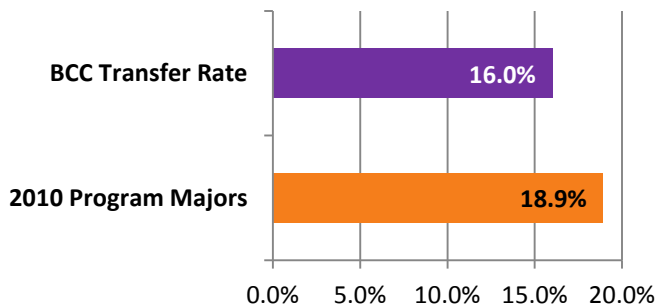


*Graduation Rates based on First-Time, Full-Time, Degree Seeking Students who started at BCC in Fall 2010 and graduated within 3 years (150%).

**Most popular major(s) graduated from: AS.PS.GEN (6 grads)

Source: IPEDS Graduation Rates Survey

Transfer Rates, FTFTD*, 2010 Cohort



*Transfer Rates based on First-Time, Full-Time, Degree Seeking Students who started at BCC in Fall 2010 and transferred without graduating within 3 years (150%).

Source: IPEDS Graduation Rates Survey

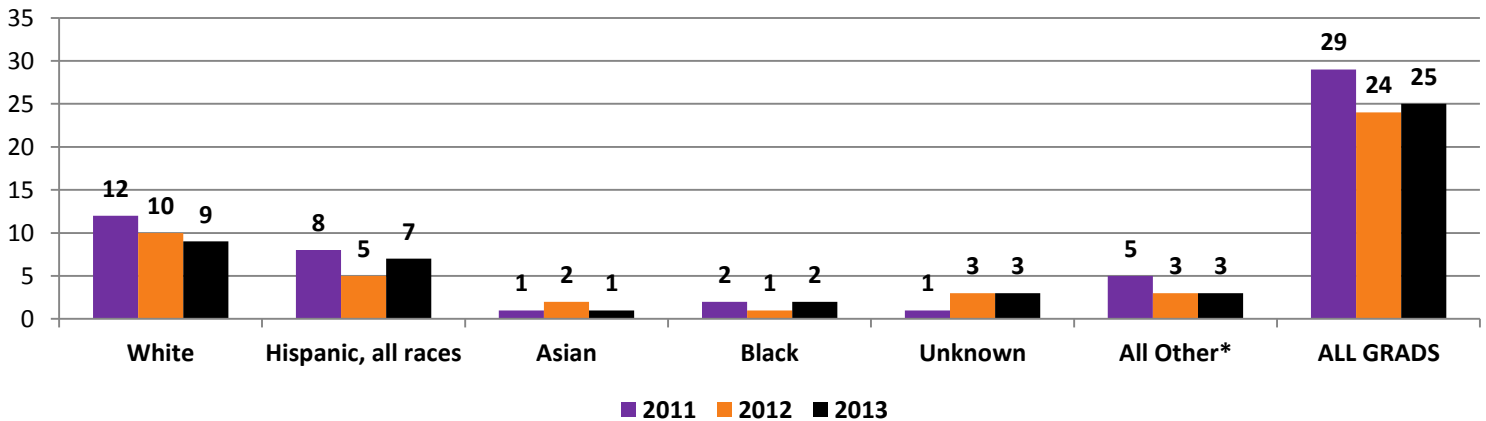
Top Transfer Colleges, FTFTD*, 2010 Cohort

- RAMAPO COLLEGE OF NEW JERSEY (2 transfers)
- FAIRLEIGH DICKINSON UNIVERSITY - TEANECK (1 transfer)
- HUDSON COUNTY COMMUNITY COLLEGE (1 transfer)
- MONTCLAIR STATE UNIVERSITY (1 transfer)
- ROWAN UNIVERSITY (1 transfer)
- UNIVERSITY OF MIAMI (1 transfer)

*Transfer Colleges based on transfer schools for First-Time, Full-Time, Degree Seeking Students who started at BCC in Fall 2010 and transferred without graduating within 3 years (150%).

Source: IPEDS Graduation Rates Survey

Degrees Awarded by Race/Ethnicity



*All Other category includes American Indian/Alaskan Natives, Hawaiian/Pacific Islanders, Non-Resident Aliens, and students who reported two or more races.

Source: SURE Degrees Awarded File