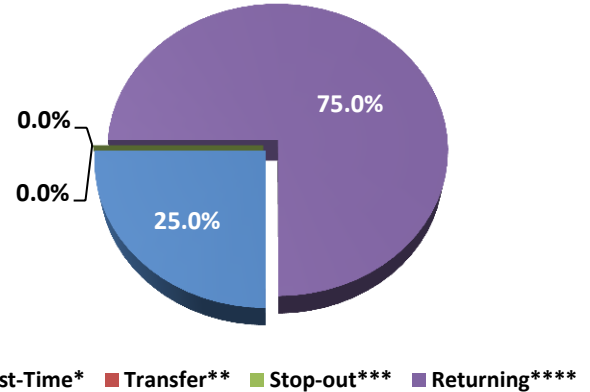


This is a profile of the Certificate of Achievement in Marketing Assistant. The purpose of this document is to highlight the program's enrollments, demographics and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and 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
Fall 2012

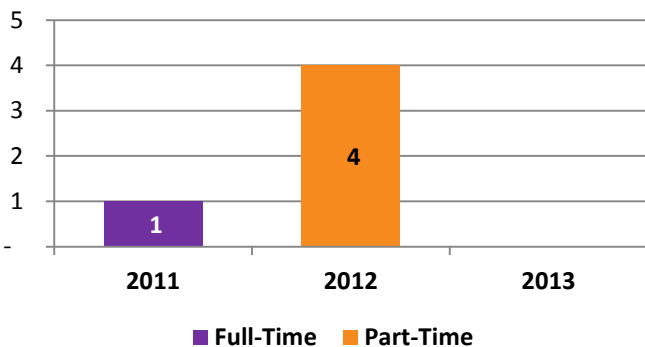


*New to college **New to Bergen (originally enrolled at different institution)
Not enrolled in previous semester *Enrolled in previous semester

Source: SURE Enrollment File

Enrollment by Attendance

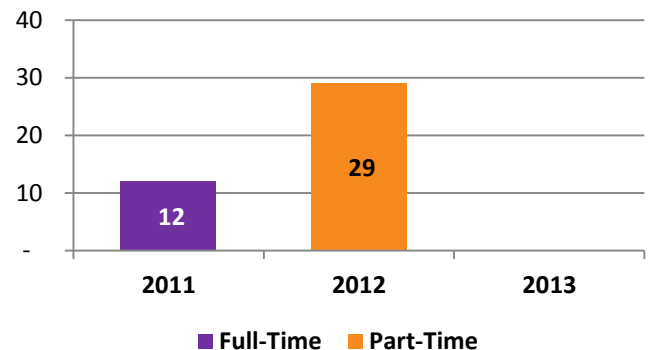
Student Status	2011	2012	2013
Full-Time	1	-	-
Part-Time	-	4	-
TOTAL	1	4	-



Source: SURE Enrollment File

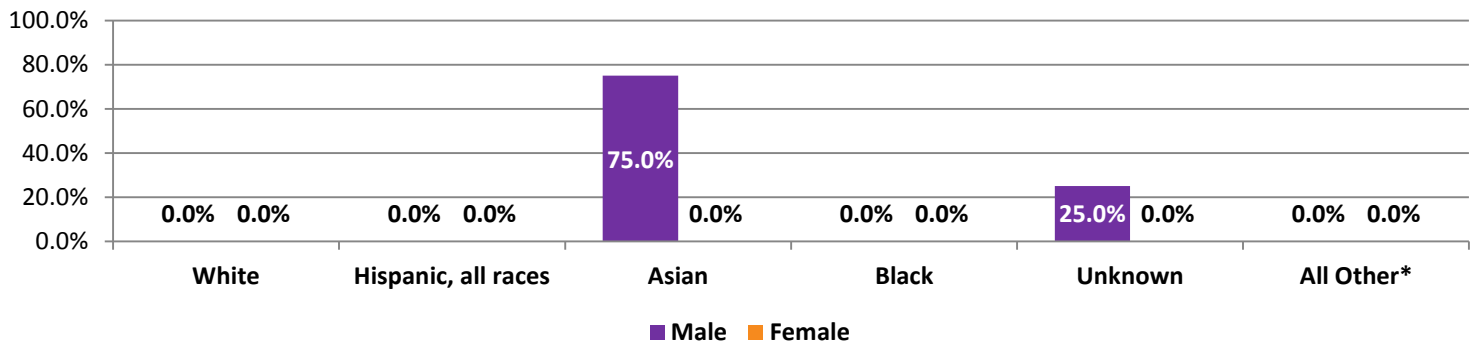
Credits Enrolled by Attendance

Student Status	2011	2012	2013
Full-Time	12	-	-
Part-Time	-	29	-
TOTAL	12	29	-



Source: SURE Enrollment File

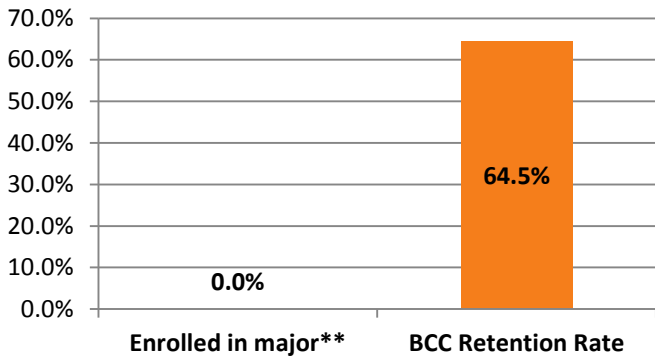
Enrollment by Gender & Race/Ethnicity, Fall 2012



*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

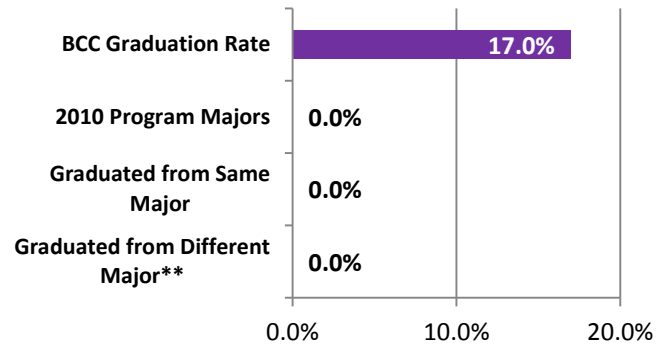
One-Year Retention, FTFTD*, Fall 2012



*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

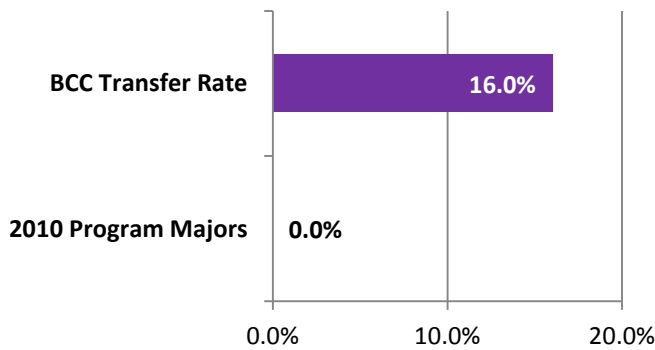


*Graduation Rates based on First-Time, Full-Time, Degree Seeking Students who started at BCC in Fall 2010 and graduated within 3 years (150%).

**Most popular major(s) graduated from: No Graduates from Different Major

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

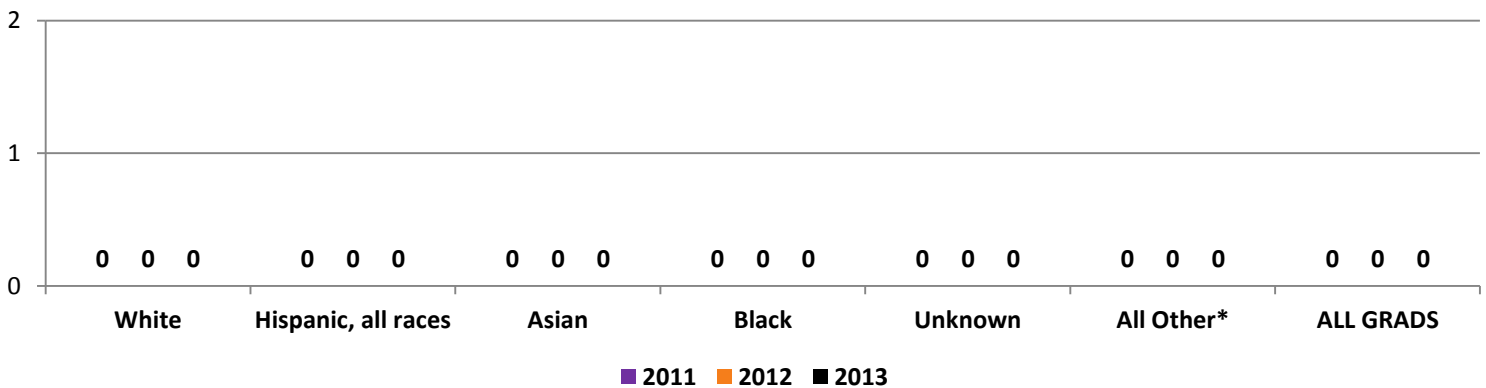
Job Growth for Target Occupations, NYC Metro Area*

Target Occupation	2012 Jobs	2023 Jobs	% Change
Marketing Managers	15,849	17,534	11.0%
Sales Managers	22,976	24,879	8.0%
Advertising and Promotions Managers	4,389	4,905	12.0%
Market Research Analysts and Marketing Specialists	38,700	49,511	28.0%
TOTAL	81,914	96,829	18.2%

***NYC Metro Area** includes: **NJ counties:** Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union **NY counties:** Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Westchester **PA counties:** Pike

Source: EMSI Economic Modeling, NJ Dept. of Labor

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