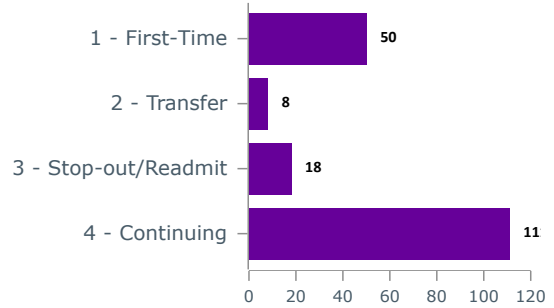




Fall 2017

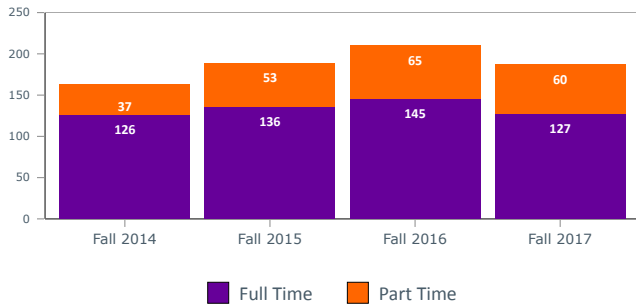
Assoc. in Science, Prof. Studies, Bus. Adm. - Marketing (AS.PS.BUS.MKTG)  
 This is a profile of the Assoc. in Science, Prof. Studies, Bus. Adm. - Marketing (AS.PS.BUS.MKTG) program as of Fall 2017. The purpose of this document is to highlight the program's enrollment, demographics and outcomes. Enrollment 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, degrees awarded by race/ethnicity and job growth projections for target occupations.

**Enrollment by Registration Type**



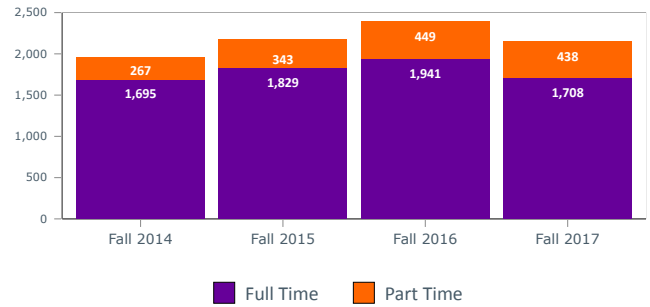
First-time = new to college  
 Transfer = new to Bergen (originally enrolled at different institution)  
 Stop-out/Readmit = not enrolled in previous semester  
 Continuing = enrolled in previous semester  
 Source: Colleague Student Information System

**Enrollment by Attendance**



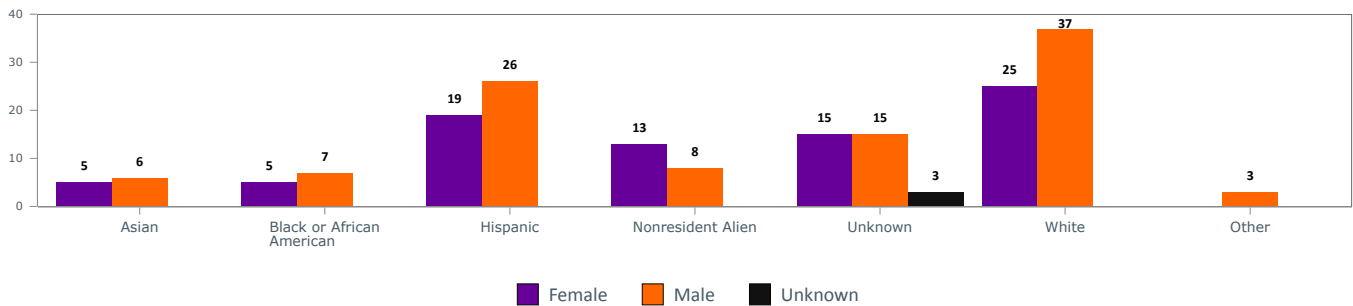
Source: Colleague Student Information System

**Credits Enrolled by Attendance**



Source: Colleague Student Information System

**Enrollment by Gender & Race/Ethnicity, Fall 2017**



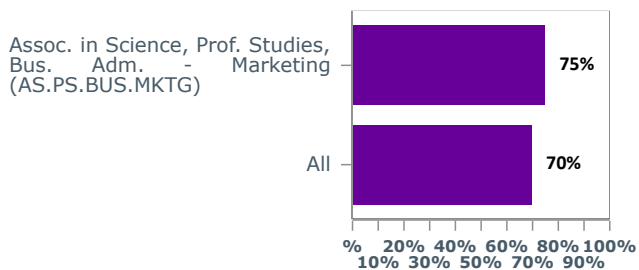
"Other" category includes American Indian/Alaskan Natives, Hawaiian/Pacific Islanders, and students who reported two or more races.  
 Source: Colleague Student Information System



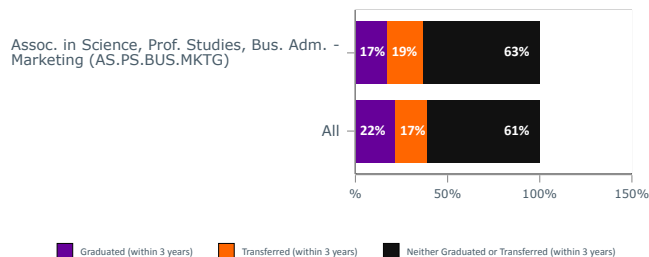
Program Dashboard Fall 2017

Assoc. in Science, Prof. Studies, Bus. Adm. - Marketing (AS.PS.BUS.MKTG)

Next-Year Retention Rate, Fall 2016



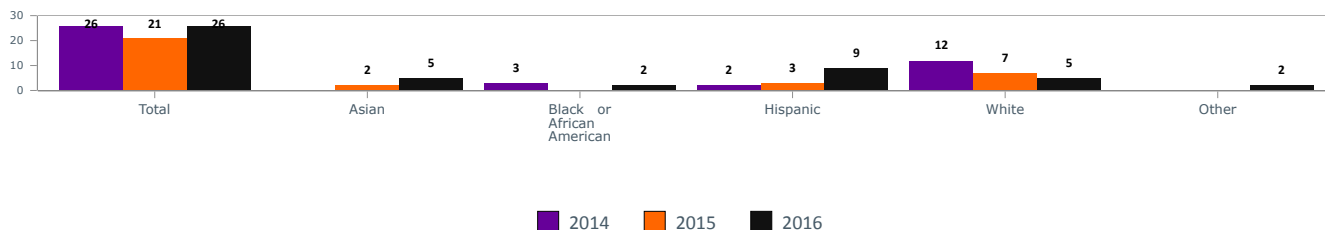
Graduation and Transfer Rate, FTDS for 2014 Fall



Next-Term Retention Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2016 who re-enrolled at BCC in the following fall term. Students are considered retained if they enrolled at BCC even if they changed their program.  
Source: Colleague Student Information System

Graduation Rate includes First-Time, Full-Time, Degree-Seeking Students in FTDS for 2014 Fall who graduated in 3 years. Transfer Rate includes First-Time, Full-Time, Degree-Seeking Students in [Grad Cohort Year] who transferred without graduating in 3 years.  
Source: Colleague Student Information System and National Student Clearinghouse

Graduates by Race/Ethnicity



The "Other" category includes American Indian/Alaska Natives, Hawaiian/Pacific Islanders, and students who reported two or more races. If there were no graduates of a given race/ethnicity, no bar is displayed for that group.  
Source: Colleague Student Information System

Top Transferred To Schools, FTDS for 2014 Fall

NSC Transfer To School	Distinct Transferred Students (NSC)
CULINARY INSTITUTE OF AMERICA (007304-00)	10
ESSEX COUNTY COLLEGE (007107-00)	8
KAPLAN UNIVERSITY (004586-00)	7
LIM COLLEGE (007466-00)	6
MONTCLAIR STATE UNIVERSITY (002617-00)	5
PASSAIC COUNTY COMMUNITY COLLEGE (009994-00)	4
RAMAPO COLLEGE OF NEW JERSEY (009344-00)	3
SAN ANTONIO COLLEGE (009163-00)	2
ST JOSEPH'S UNIVERSITY (003367-00)	2

Source: Colleague Student Information System and National Student Clearinghouse