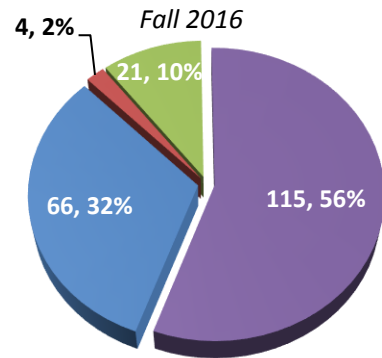


This is a profile of the Associate of Science (A.S.) in Marketing. The purpose of this document is to highlight the program's enrollments, demographics, and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and enrollment 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****

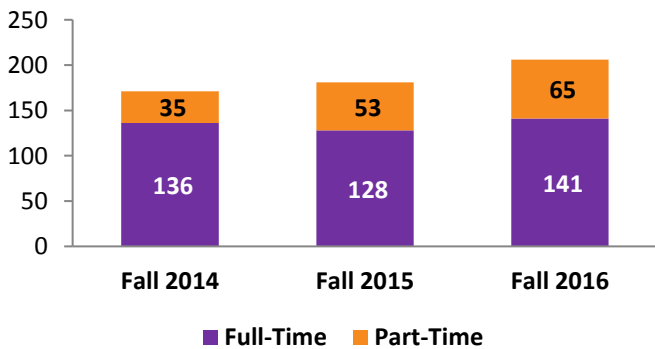
*New to college **New to Bergen (originally enrolled at different institution)

Not enrolled in previous semester *Enrolled in previous semester

Source: SURE Enrollment File

Enrollment by Attendance

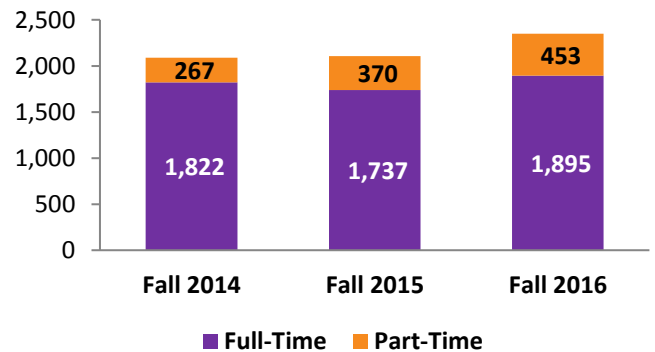
Student Status	Fall 2014	Fall 2015	Fall 2016
Full-Time	136	128	141
Part-Time	35	53	65
TOTAL	171	181	206



Source: SURE Enrollment File

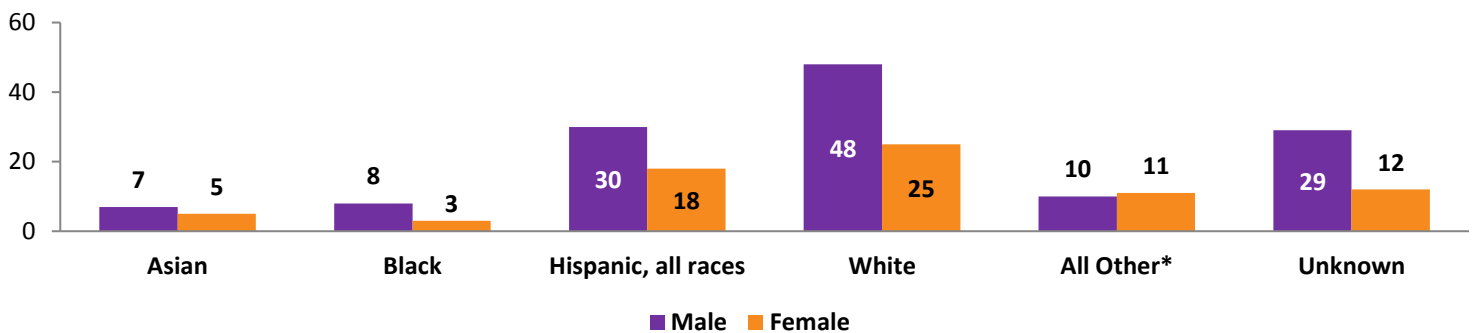
Credits Enrolled by Attendance

Student Status	Fall 2014	Fall 2015	Fall 2016
Full-Time	1,822	1,737	1,895
Part-Time	267	370	453
TOTAL	2,089	2,107	2,348



Source: SURE Enrollment File

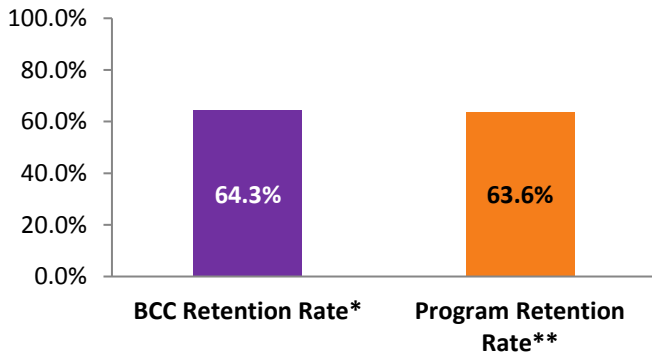
Enrollment by Gender & Race/Ethnicity, Fall 2016



*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

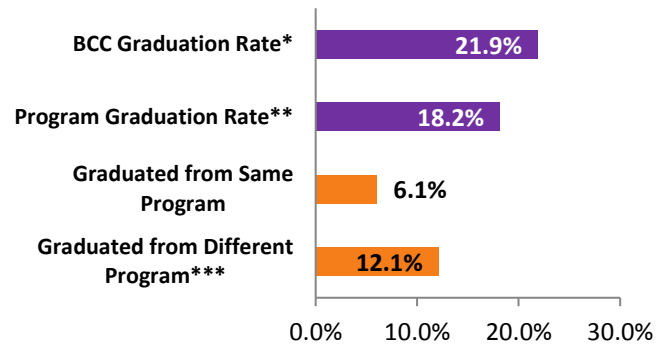
One-Year Retention Rate, Fall 2015



*One-Year Retention Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2015 who re-enrolled at BCC in Fall 2016. **Students who were First-Time, Full-Time and enrolled in program in Fall 2015 and re-enrolled at BCC in Fall 2016.

Source: SURE Enrollment File

Graduation Rate, Fall 2013

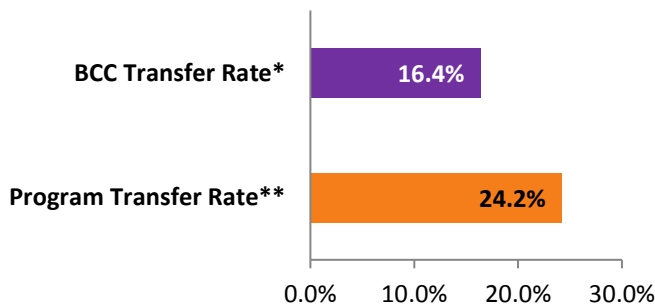


*Graduation Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2013 who graduated in 3 years. **Students who were First-Time, Full-Time and enrolled in program in Fall 2013 who graduated in 3 years.

***Most popular major(s) graduated from: AS.PS.GEN (3 grads), and AS.PS.BUS.ACCT (1 grad)

Source: IPEDS Graduation Rates Survey

Transfer Rate, Fall 2013



*Transfer Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2013 who transferred without graduating in 3 years. **Students who were First-Time, Full-Time and enrolled in program in Fall 2013 who transferred without graduating in 3 years.

Source: IPEDS Graduation Rates Survey

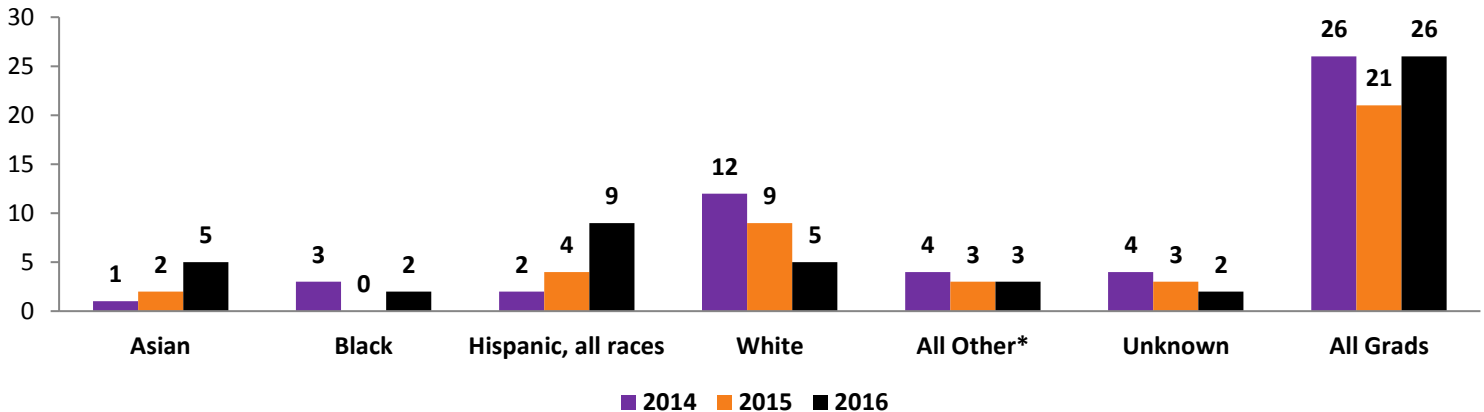
Top Transfer Institutions*, Fall 2013

- HUDSON COUNTY COMMUNITY COLLEGE (2 transfers)
- PASSAIC COUNTY COMMUNITY COLLEGE (2 transfers)
- DEVRY COLLEGE (1 transfer)
- MARIST COLLEGE (1 transfer)
- RAMAPO COLLEGE OF NEW JERSEY (1 transfer)
- VIRGINIA COMMONWEALTH UNIVERSITY (1 transfer)

*Top Transfer Institutions for students who were First-Time, Full-Time and enrolled in the program in Fall 2013 who transferred without graduating in 3 years.

Source: IPEDS Graduation Rates Survey

Graduates 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