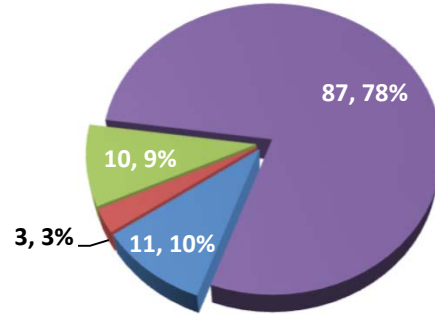


This is a profile of the Associate of Science in Marketing. The purpose of this document is to highlight the program's enrollments, demographics, and outcomes. Enrollment information includes enrollment by registration type, enrollment by attendance status, credits enrolled by attendance status, and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

Enrollment by Registration Type

Fall 2018



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

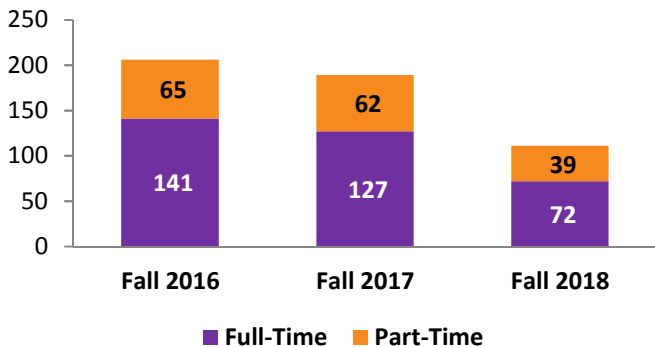
*New to college **New to Bergen (originally enrolled at different institution)

Not enrolled in previous semester *Enrolled in previous semester

Source: SURE Enrollment File

Enrollment by Attendance

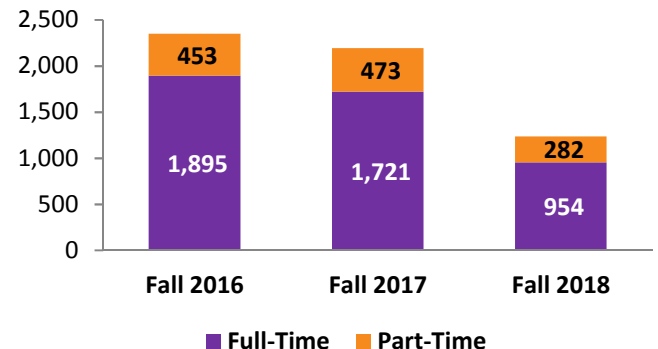
Student Status	Fall 2016	Fall 2017	Fall 2018
Full-Time	141	127	72
Part-Time	65	62	39
TOTAL	206	189	111



Source: SURE Enrollment File

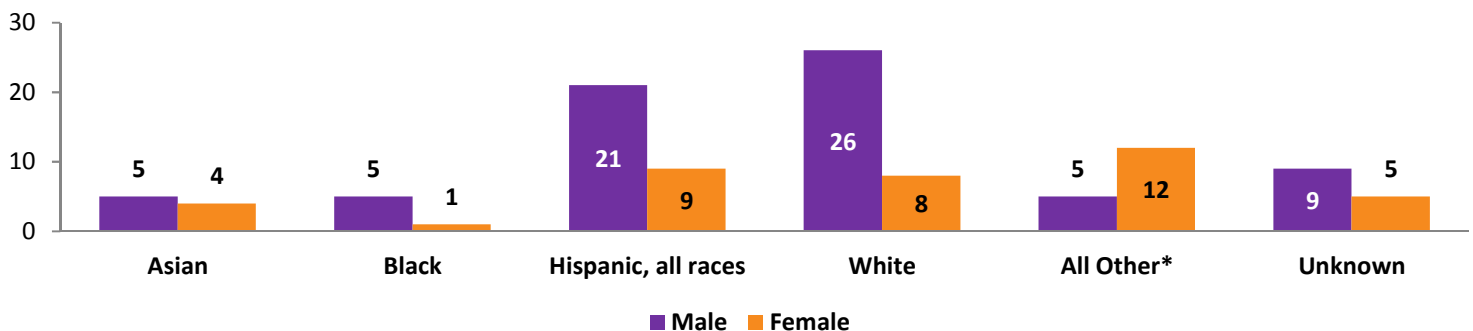
Credits Enrolled by Attendance

Student Status	Fall 2016	Fall 2017	Fall 2018
Full-Time	1,895	1,721	954
Part-Time	453	473	282
TOTAL	2,348	2,194	1,236



Source: SURE Enrollment File

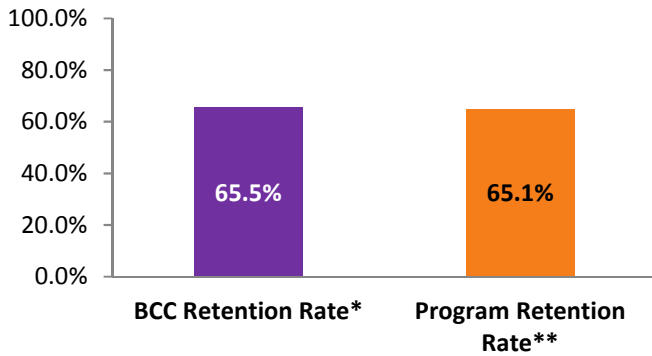
Enrollment by Gender & Race/Ethnicity, Fall 2018



*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

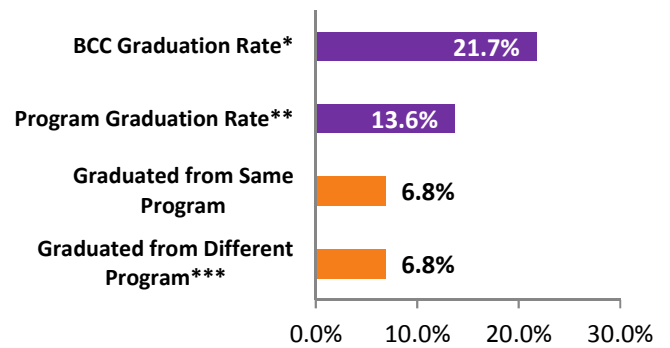
One-Year Retention Rate, Fall 2017



*One-Year Retention Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2017 who re-enrolled at BCC in Fall 2018. **Students who were First-Time, Full-Time and enrolled in program in Fall 2017 and re-enrolled at BCC in Fall 2018.

Source: SURE Enrollment File

Graduation Rate, Fall 2015

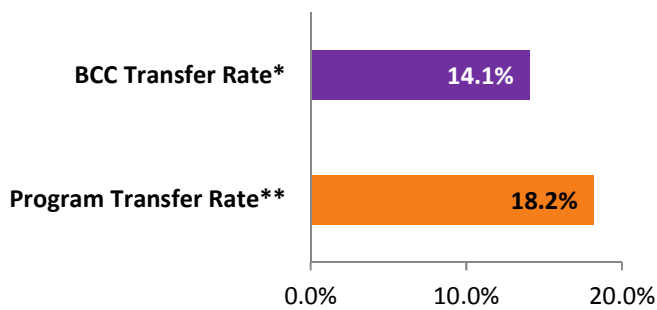


*Graduation Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2015 who graduated in 3 years. **Students who were First-Time, Full-Time and enrolled in program in Fall 2015 who graduated in 3 years.

***Most popular major(s) graduated from: AS.PS.GEN (2 grads), AS.PS.SPORTS.MGMT (1 grad)

Source: IPEDS Graduation Rates Survey

Transfer Rate, Fall 2015



*Transfer Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2015 who transferred without graduating in 3 years. **Students who were First-Time, Full-Time and enrolled in program in Fall 2015 who transferred without graduating in 3 years.

Source: IPEDS Graduation Rates Survey

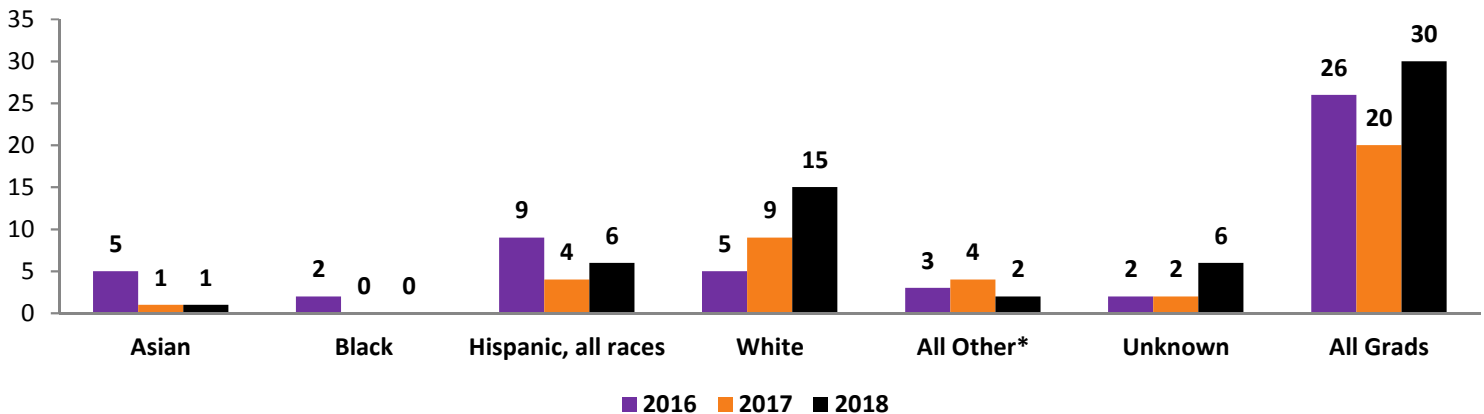
Top Transfer Institutions*, Fall 2015

- Passaic County Community College (2 students)
- Dominican College (1 student)
- Farleigh Dickinson University (1 student)
- Hudson County Community College (1 student)
- Marymount University (1 student)
- Rutgers - New Brunswick (1 student)
- SUNY Fashion Institute of Technology (1 student)

*Top Transfer Institutions for students who were First-Time, Full-Time and enrolled in the program in Fall 2015 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