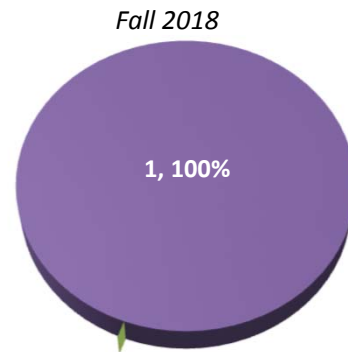


This is a profile of the Certificate of Achievement in Marketing Assistant. The purpose of this document is to highlight the program's enrollments, demographics, and outcomes. Enrollment information includes enrollment by registration type, enrollment by attendance status, credits enrolled by attendance status, and enrollment by gender and race/ethnicity. Outcomes information includes retention rates, graduation rates, transfer rates, degrees awarded by race/ethnicity, and job growth for target occupations in the NYC Metropolitan Area.

**Enrollment by Registration Type**



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

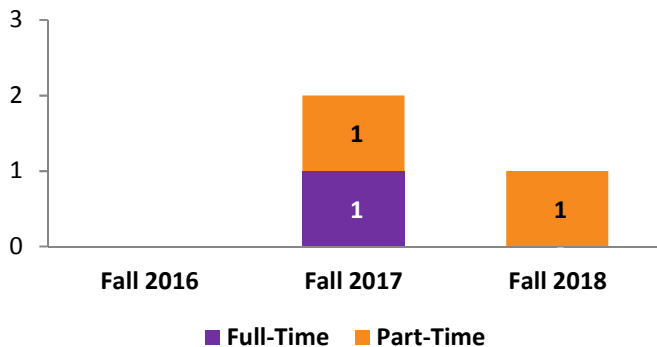
\*New to college \*\*New to Bergen (originally enrolled at different institution)

\*\*\*Not enrolled in previous semester \*\*\*\*Enrolled in previous semester

Source: SURE Enrollment File

**Enrollment by Attendance**

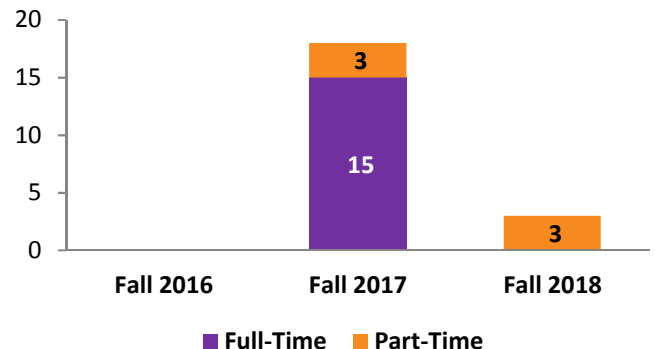
Student Status	Fall 2016	Fall 2017	Fall 2018
Full-Time	#N/A	1	-
Part-Time	#N/A	1	1
<b>TOTAL</b>	<b>#N/A</b>	<b>2</b>	<b>1</b>



Source: SURE Enrollment File

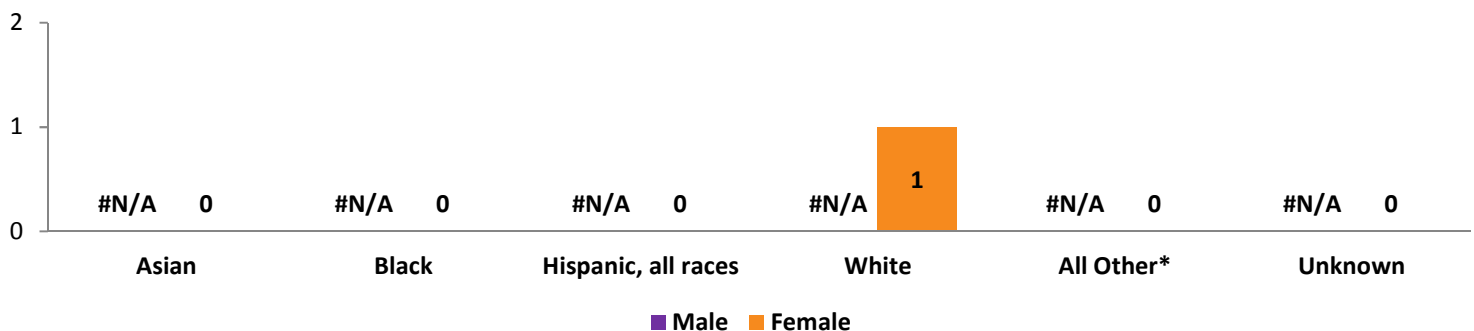
**Credits Enrolled by Attendance**

Student Status	Fall 2016	Fall 2017	Fall 2018
Full-Time	#N/A	15	-
Part-Time	#N/A	3	3
<b>TOTAL</b>	<b>#N/A</b>	<b>18</b>	<b>3</b>



Source: SURE Enrollment File

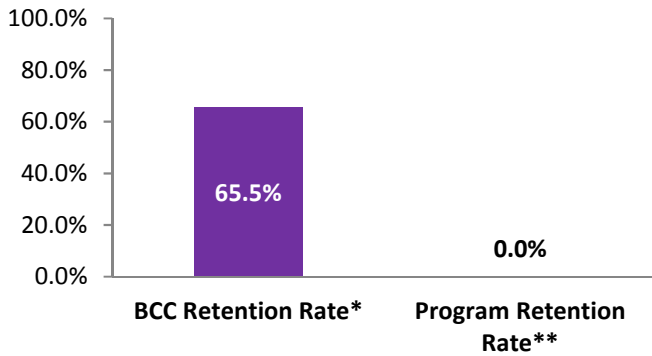
**Enrollment by Gender & Race/Ethnicity, Fall 2018**



\*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

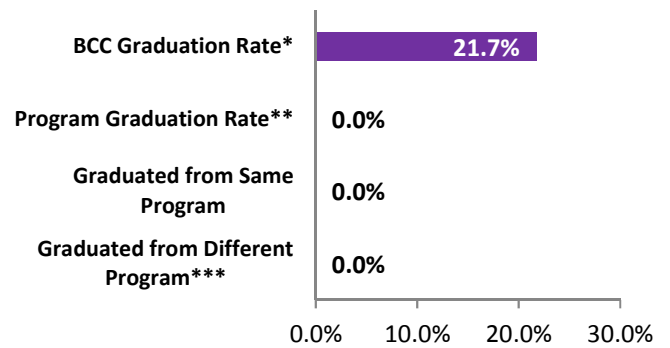
**One-Year Retention Rate, Fall 2017**



\*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**

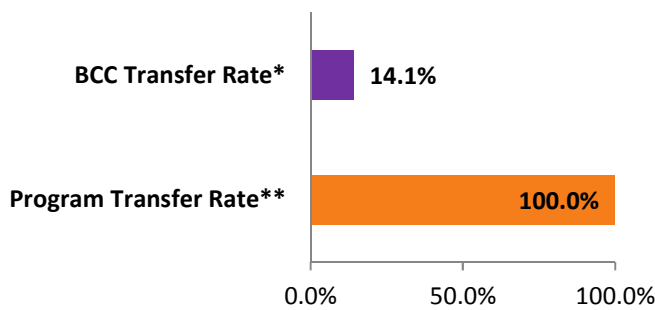


\*Graduation Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2015 who graduated in 3 years. \*\*Students who were First-Time, Full-Time and enrolled in program in Fall 2015 who graduated in 3 years.

\*\*\*Most popular major(s) graduated from: N/A

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

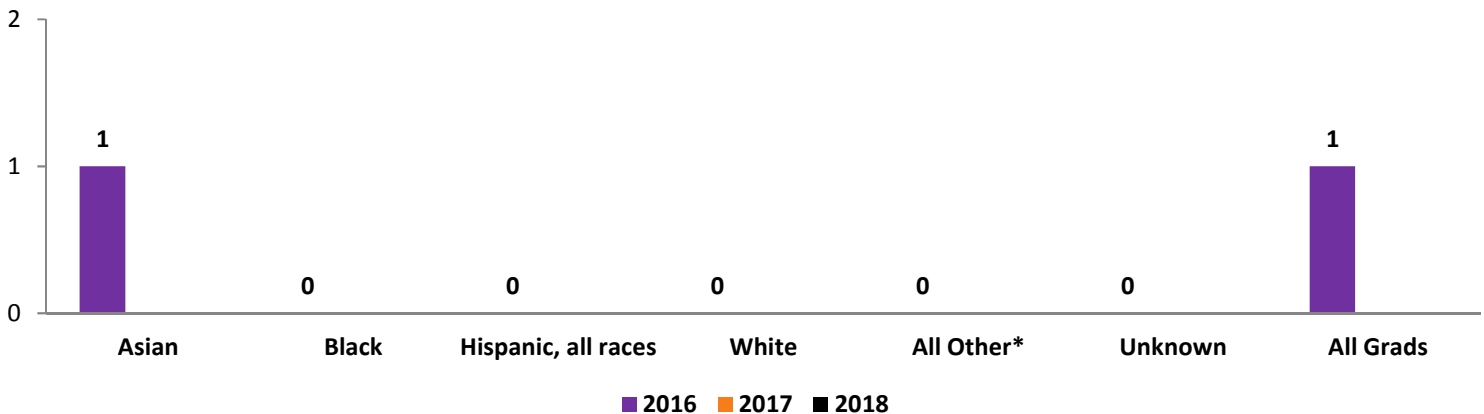
**Job Growth for Target Occupations, NYC Metro Area\***

Target Occupations	2018 Jobs	2028 Jobs	% Change
Advertising and Promotions Managers	6299	6503	3.0%
Marketing Managers	23157	24910	8.0%
Sales Managers	28114	29468	5.0%
Fundraisers	5982	6975	17.0%
Market Research Analysts and Marketing Specialists	66222	78788	19.0%

\*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

**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