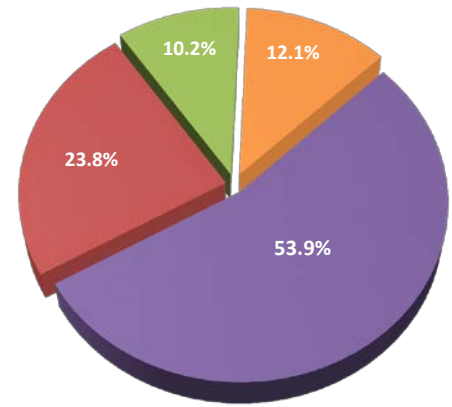


This is a profile of the Associate of Science in Marketing. The purpose of this document is to highlight the program's enrollments, demographics and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and enrollment by gender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

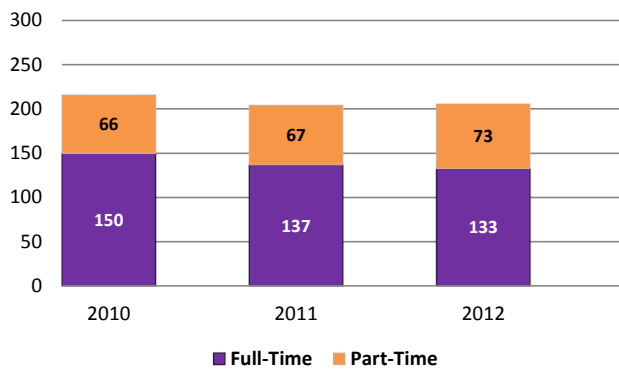


■ First-Time ■ Transfer ■ Stop-out ■ Returning

Source: SURE Enrollment File

Enrollment by Attendance

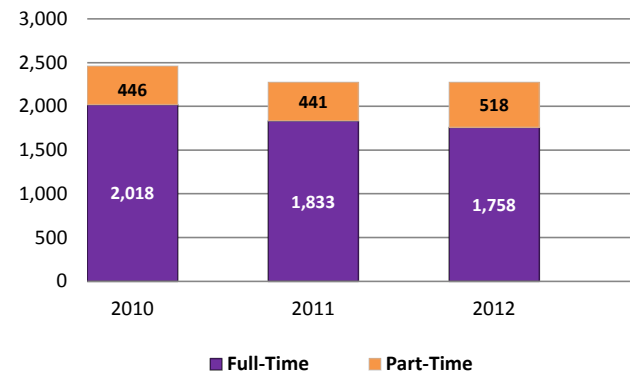
	2010	2011	2012
Full-Time	150	137	133
Part-Time	66	67	73
TOTAL	216	204	206



Source: SURE Enrollment File

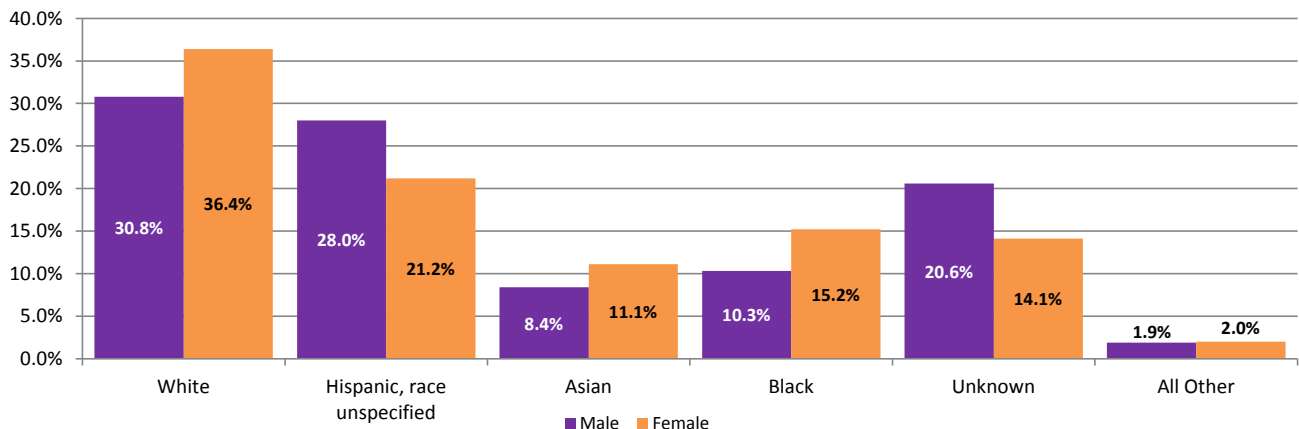
Credits Enrolled by Attendance

	2010	2011	2012
Full-Time	2,018	1,833	1,758
Part-Time	446	441	518
TOTAL	2,464	2,274	2,276



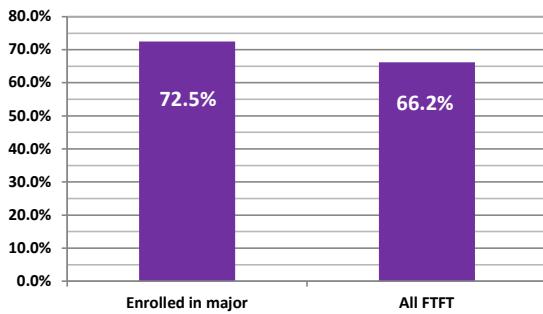
Source: SURE Enrollment File

Enrollment by Gender & Ethnicity/Race Fall 2012



Source: SURE Enrollment File

One-Year Retention*, FTFT, Fall 2011



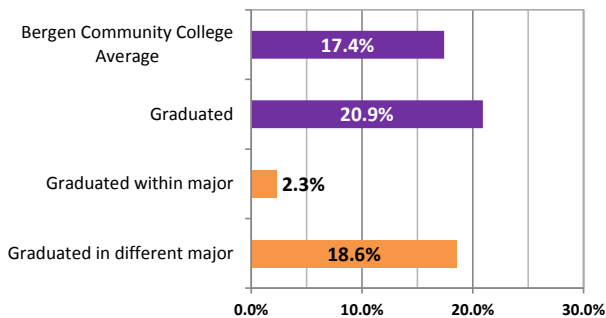
Transfer Colleges*, 2009 Cohort

LABORATORY INSTITUTE OF MERCHANDISING
NEW JERSEY CITY UNIVERSITY
NEW JERSEY INSTITUTE OF TECHNOLOGY
WILLIAM PATERSON UNIVERSITY OF NEW JERSEY

*Based on transfer schools for students who transferred without graduating between 2009 and 2013
Source: IPEDS, Graduation Rates Survey

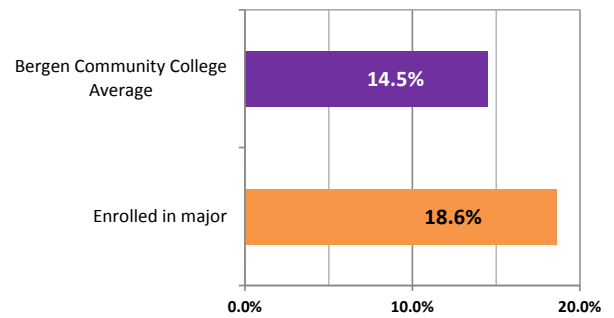
*One-Year Retention Rate includes First Time Full Time Degree-Seeking Students in the Fall 2011 who re-enrolled in Fall 2012
Source: SURE Enrollment Files

Graduation Rates*, 2009 Cohort



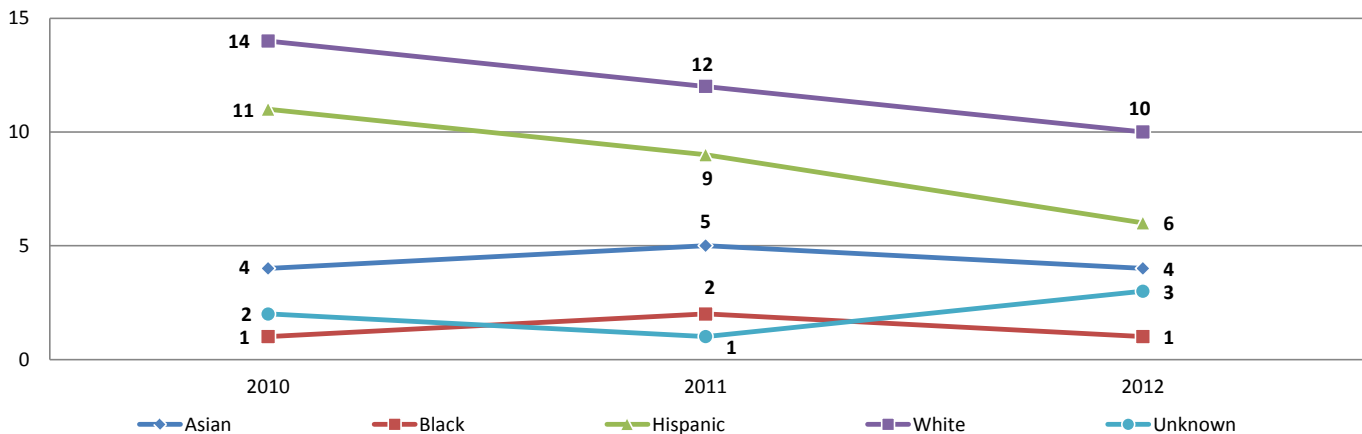
*Graduation Rates based on First Time Full Time Students who started at BCC in Fall 2009 and were tracked for 3 years (150%)
Source: IPEDS Graduation Rates Survey

Transfer Rates*, 2009 Cohort



*Transfer Rates based on First Time Full Time Students who started BCC in Fall 2009 and transferred without graduating within 3 years (150%)
Source: IPEDS Graduation Rates Survey

Degrees Awarded* by Race/Ethnicity



*Certain races excluded from chart because of low numbers

	American Indian	Black	Hawaiian/ P.I.	Asian	White	Two or More	Hispanic	Unknown	TOTAL
2010	0	1	0	4	14	0	11	2	32
2011	0	2	0	5	12	0	9	1	29
2012	0	1	0	4	10	0	6	3	24

Source: SURE Degrees Awarded File