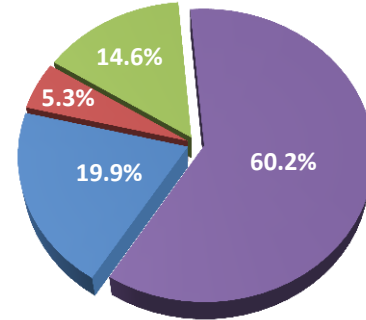


This is a profile of the Associate of Science in Marketing. The purpose of this document is to highlight the program's enrollments, demographics and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and enrollment by gender 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 2014



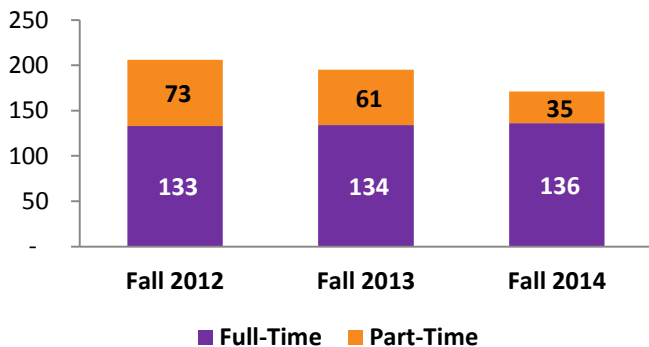
■ First-Time* ■ Transfer** ■ Stop-out*** ■ Returning****

*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

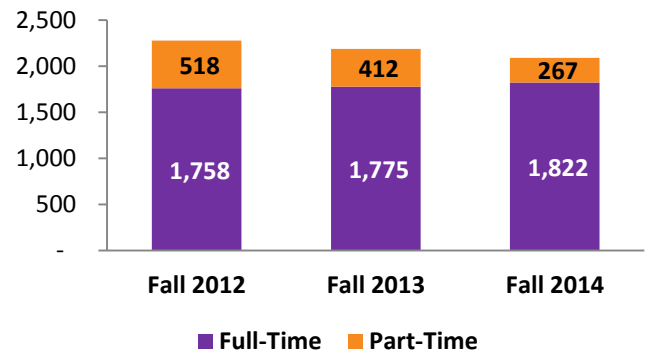
Student Status	Fall 2012	Fall 2013	Fall 2014
Full-Time	133	134	136
Part-Time	73	61	35
TOTAL	206	195	171



Source: SURE Enrollment File

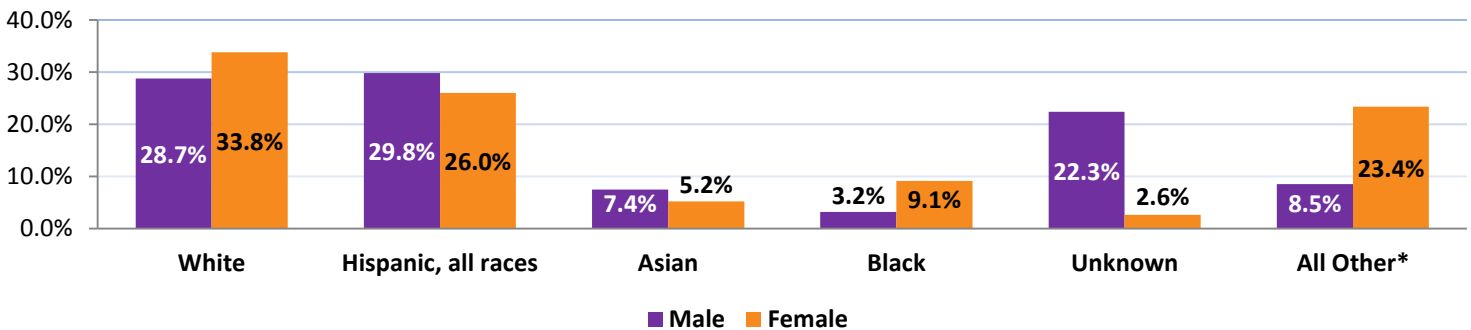
Credits Enrolled by Attendance

Student Status	Fall 2012	Fall 2013	Fall 2014
Full-Time	1,758	1,775	1,822
Part-Time	518	412	267
TOTAL	2,276	2,187	2,089



Source: SURE Enrollment File

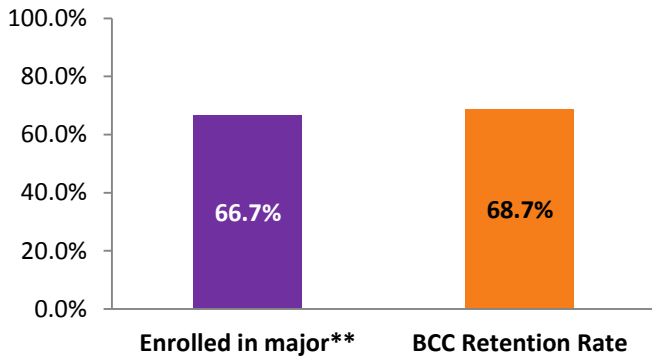
Enrollment by Gender & Race/Ethnicity, Fall 2014



*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

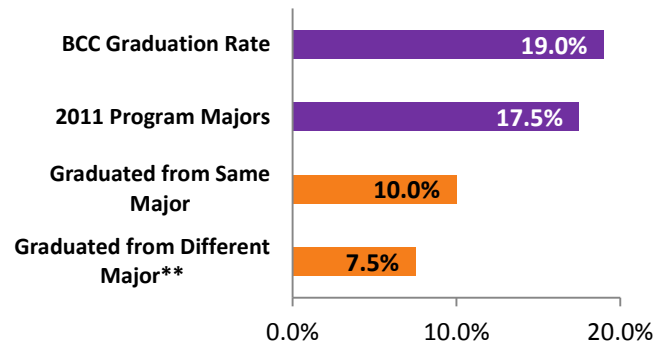
One-Year Retention, FTFTDS*, Fall 2013



*One-Year Retention Rate includes First-Time, Full-Time, Degree Seeking Students in Fall 2013 who re-enrolled at BCC in Fall 2014. **Students who were First-Time, Full-Time and enrolled in major in Fall 2013 and re-enrolled at BCC in Fall 2014.

Source: SURE Enrollment File

Graduation Rates, FTFTDS*, Fall 2011

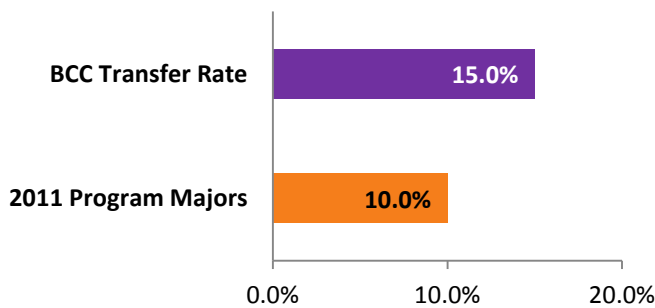


*Graduation Rates based on First-Time, Full-Time, Degree Seeking Students who started at BCC in Fall 2011 and graduated within 3 years (150%).

**Most popular major(s) graduated from: AA.LA.GEN(1 grad), AS.PS.BUS.ADM(1 grad), AS.PS.BUS.MGMT(1 grad).

Source: IPEDS Graduation Rates Survey

Transfer Rates, FTFTDS*, Fall 2011



*Transfer Rates based on First-Time, Full-Time, Degree Seeking Students who started at BCC in Fall 2011 and transferred without graduating within 3 years (150%).

Source: IPEDS Graduation Rates Survey

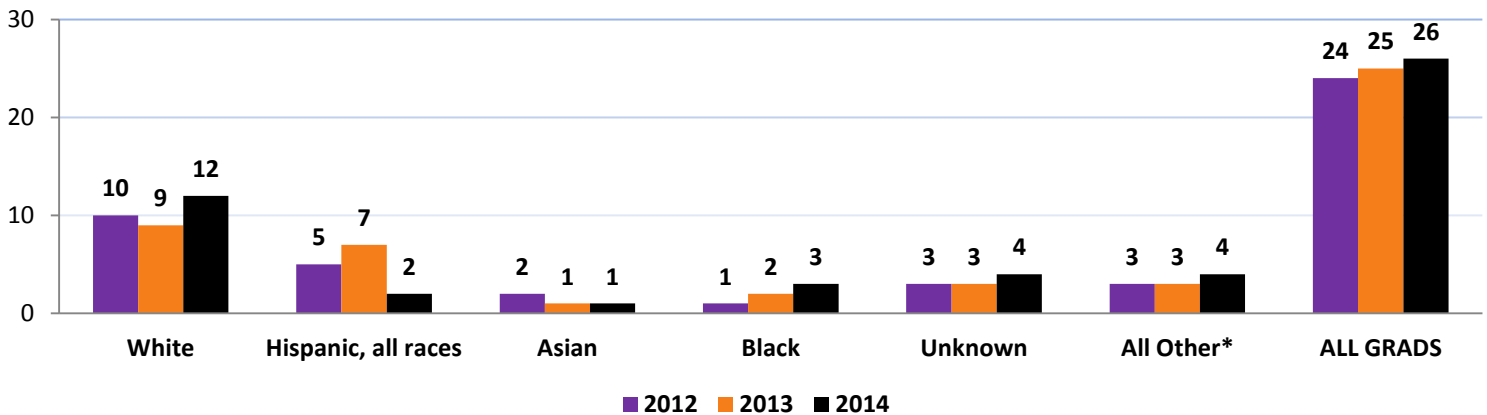
Top Transfer Colleges, FTFTDS*, Fall 2011

- PASSAIC COUNTY COMMUNITY COLLEGE (2 transfers)
- MONTCLAIR STATE UNIVERSITY (1 transfer)
- RAMAPO COLLEGE OF NEW JERSEY (1 transfer)

*Transfer Colleges based on transfer schools for First-Time, Full-Time, Degree Seeking Students who started at BCC in Fall 2011 and transferred without graduating within 3 years (150%).

Source: IPEDS Graduation Rates Survey

Degrees Awarded 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