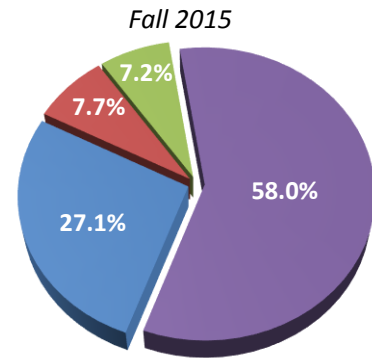


This is a profile of the Associate of Science (A.S.) in Marketing. The purpose of this document is to highlight the program's enrollments, demographics, and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and enrollment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

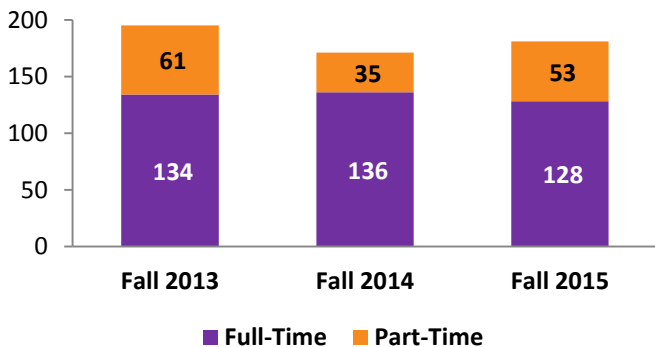
*New to college **New to Bergen (originally enrolled at different institution)

Not enrolled in previous semester *Enrolled in previous semester

Source: SURE Enrollment File

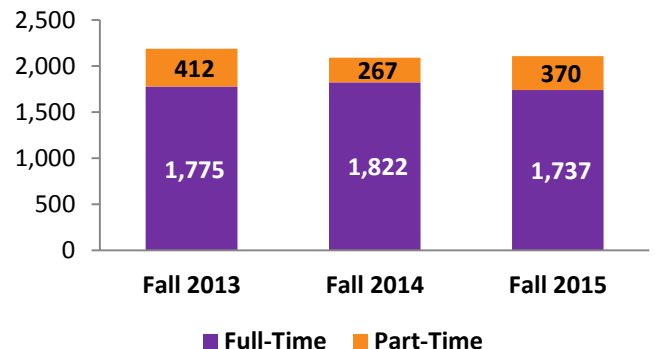
Enrollment by Attendance

| Student Status | Fall 2013 | Fall 2014 | Fall 2015 |
|----------------|------------|------------|------------|
| Full-Time | 134 | 136 | 128 |
| Part-Time | 61 | 35 | 53 |
| TOTAL | 195 | 171 | 181 |



Credits Enrolled by Attendance

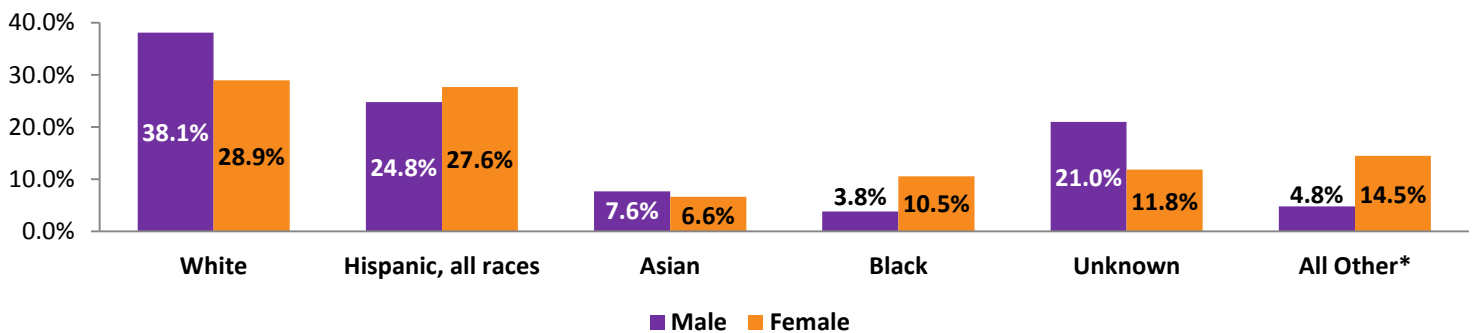
| Student Status | Fall 2013 | Fall 2014 | Fall 2015 |
|----------------|--------------|--------------|--------------|
| Full-Time | 1,775 | 1,822 | 1,737 |
| Part-Time | 412 | 267 | 370 |
| TOTAL | 2,187 | 2,089 | 2,107 |



Source: SURE Enrollment File

Source: SURE Enrollment File

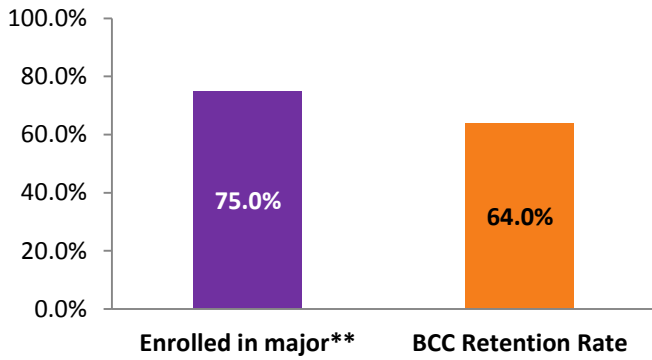
Enrollment by Gender & Race/Ethnicity, Fall 2015



*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

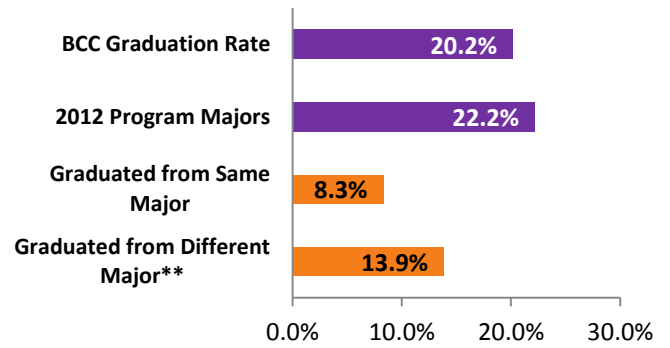
One-Year Retention, FTFTDS*, Fall 2014



*One-Year Retention Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2014 who re-enrolled at BCC in Fall 2015. **Students who were First-Time, Full-Time and enrolled in major in Fall 2014 and re-enrolled at BCC in Fall 2015.

Source: SURE Enrollment File

Graduation Rates, FTFTDS*, Fall 2012

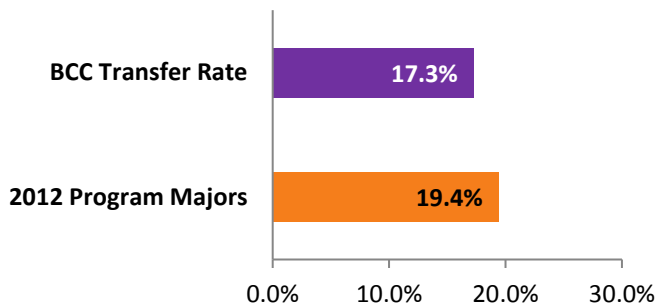


*Graduation Rates based on First-Time, Full-Time, Degree-Seeking Students who started at BCC in Fall 2012 and graduated within 3 years (150%).

**Most popular major(s) graduated from: AS.PS.GEN (3 grads), AA.LA.PSY (1 grad), and AS.PS.BRCAST (1 grad).

Source: IPEDS Graduation Rates Survey

Transfer Rates, FTFTDS*, Fall 2012



*Transfer Rates based on First-Time, Full-Time, Degree-Seeking Students who started at BCC in Fall 2012 and transferred without graduating within 3 years (150%).

Source: IPEDS Graduation Rates Survey

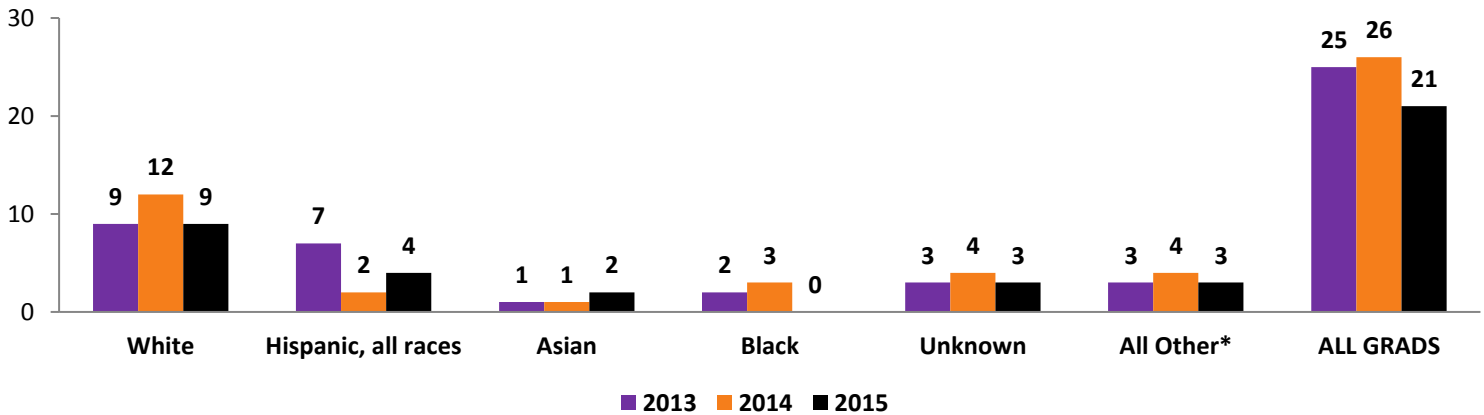
Top Transfer Colleges, FTFTDS*, Fall 2012

- CULINARY INSTITUTE OF AMERICA (1 transfer)
- HUDSON COUNTY COMMUNITY COLLEGE (1 transfer)
- KEAN UNIVERSITY (1 transfer)
- MONTCLAIR STATE UNIVERSITY (1 transfer)
- RUTGERS UNIVERSITY - NEWARK (1 transfer)
- UNION COUNTY COLLEGE (1 transfer)
- WEST VIRGINIA UNIVERSITY (1 transfer)

*Transfer Colleges based on transfer schools for First-Time, Full-Time, Degree-Seeking Students who started at BCC in Fall 2012 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