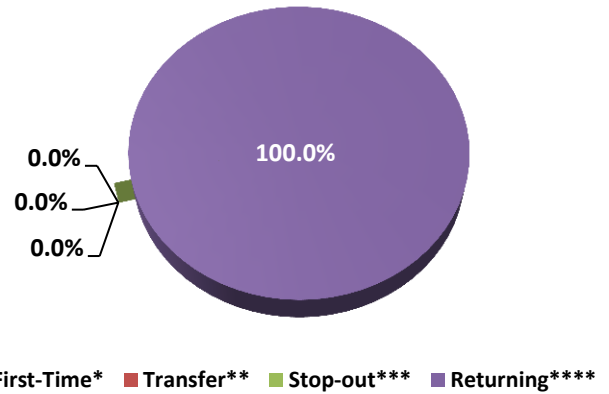


This is a profile of the Certificate of Achievement in Marketing Assistant. The purpose of this document is to highlight the program's enrollments, demographics and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and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

Enrollment by Registration Type
Fall 2014

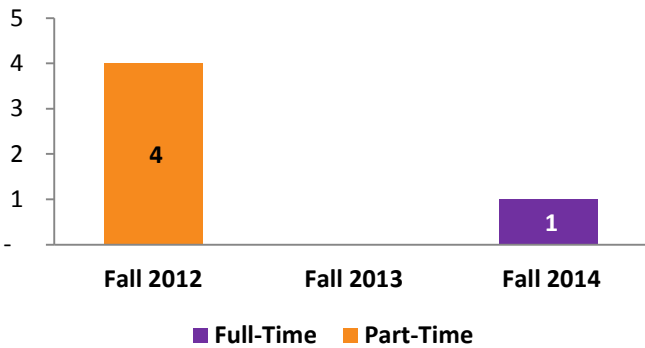


*New to college **New to Bergen (originally enrolled at different institution)
Not enrolled in previous semester *Enrolled in previous semester

Source: SURE Enrollment File

Enrollment by Attendance

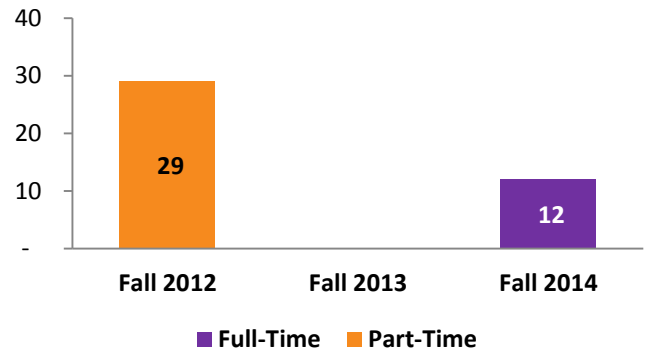
Student Status	Fall 2012	Fall 2013	Fall 2014
Full-Time	-	-	1
Part-Time	4	-	-
TOTAL	4	-	1



Source: SURE Enrollment File

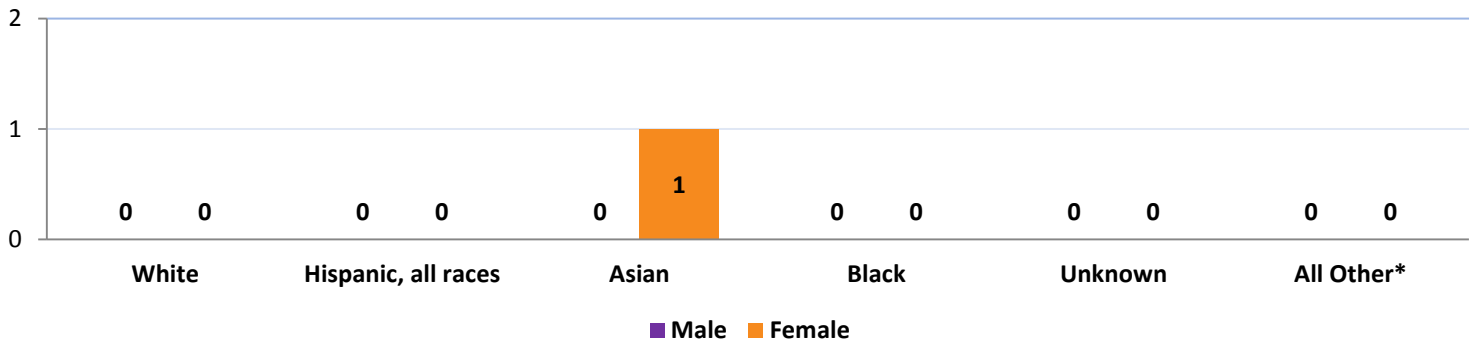
Credits Enrolled by Attendance

Student Status	Fall 2012	Fall 2013	Fall 2014
Full-Time	-	-	12
Part-Time	29	-	-
TOTAL	29	-	12



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: No Graduates from Different Major

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

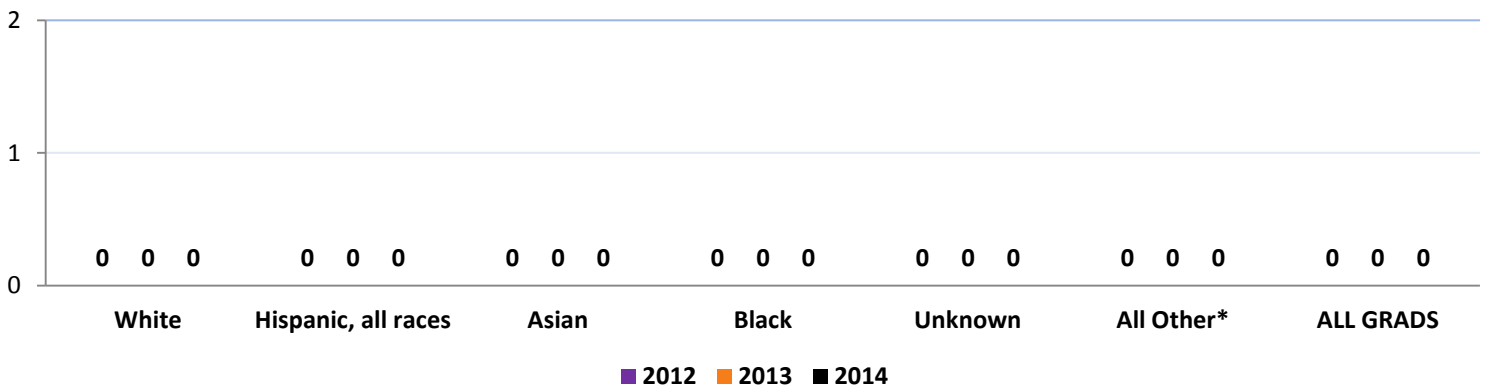
Job Growth for Target Occupations, NYC Metro Area*

Target Occupation	2014 Jobs	2024 Jobs	% Change
Marketing Managers	16,658	18,196	9.0%
Sales Managers	24,307	25,976	7.0%
Advertising and Promotions Managers	4,426	4,784	8.0%
Market Research Analysts and Marketing Specialists	42,525	52,401	23.0%
TOTAL	87,916	101,357	15.0%

***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

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