

This is a profile of the Certificate of Achievement (C.O.A.) 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 2015**



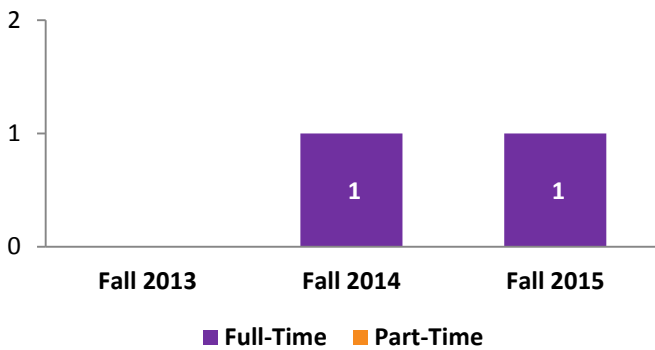
■ First-Time\* ■ Transfer\*\* ■ Stop-out\*\*\* ■ Returning\*\*\*\*

\*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**

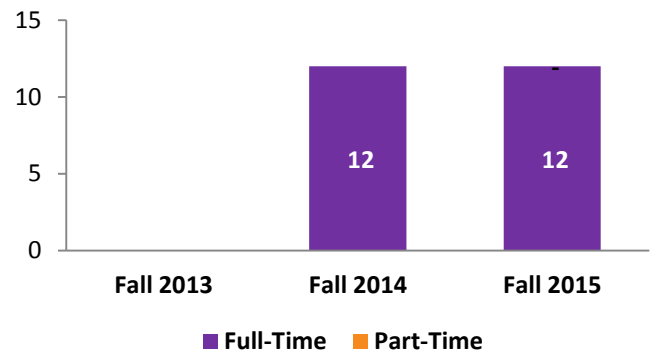
Student Status	Fall 2013	Fall 2014	Fall 2015
Full-Time	-	1	1
Part-Time	-	-	-
<b>TOTAL</b>	-	1	1



Source: SURE Enrollment File

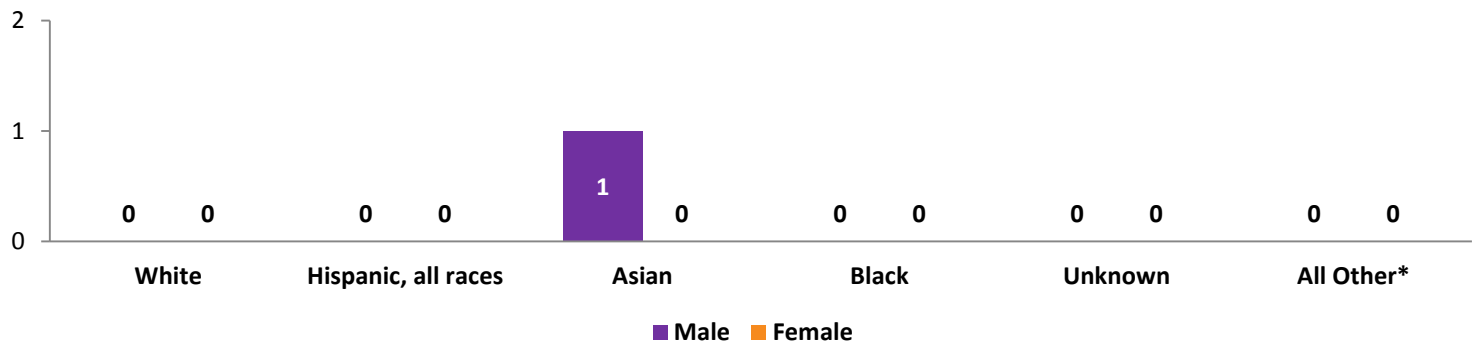
**Credits Enrolled by Attendance**

Student Status	Fall 2013	Fall 2014	Fall 2015
Full-Time	-	12	12
Part-Time	-	-	-
<b>TOTAL</b>	-	12	12



Source: SURE Enrollment File

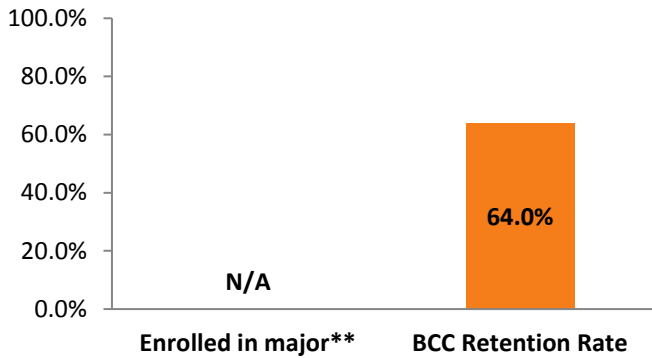
**Enrollment by Gender & Race/Ethnicity, Fall 2015**



\*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

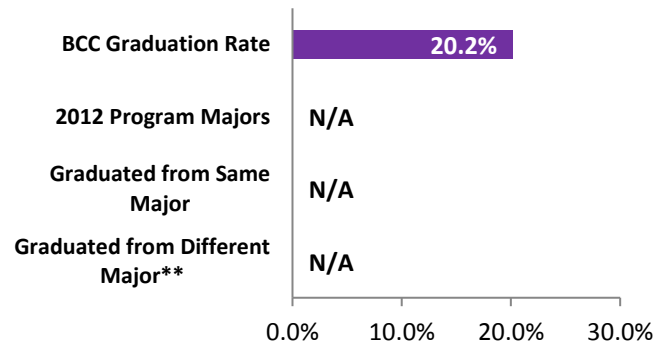
**One-Year Retention, FTFTDS\*, Fall 2014**



\*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. **NOTE:** N/A signifies no enrollment in initial cohort.

Source: SURE Enrollment File

**Graduation Rates, FTFTDS\*, Fall 2012**

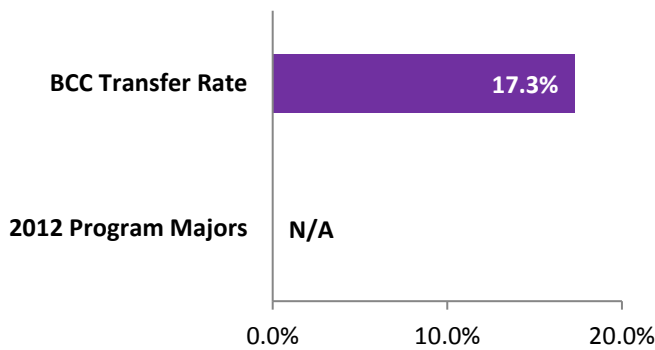


\*Graduation Rates based on First-Time, Full-Time, Degree-Seeking Students who started at BCC in Fall 2012 and graduated within 3 years (150%).

\*\*Most popular major(s) graduated from: No Graduates from Different Major.

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

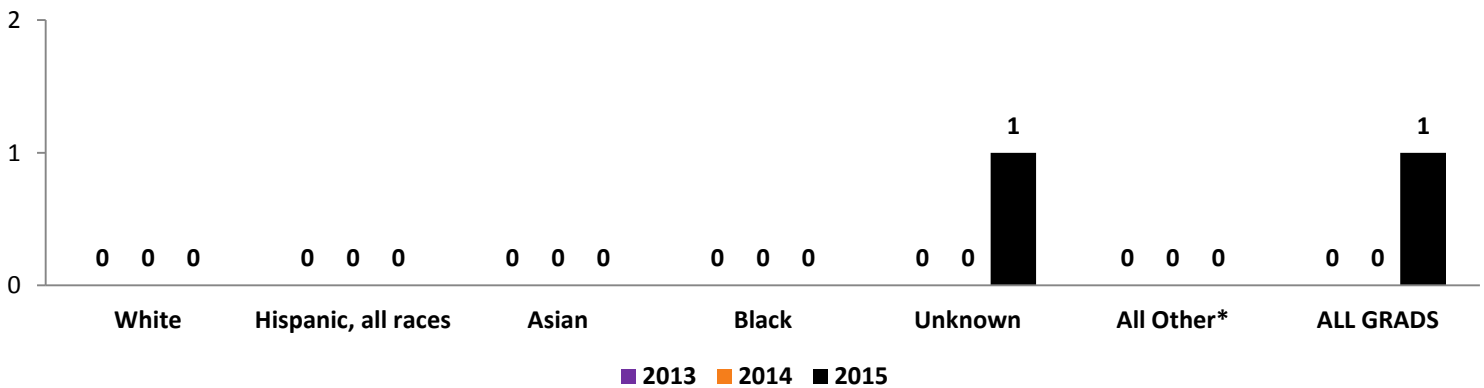
**Job Growth for Target Occupations, NYC Metro Area\***

Target Occupation	2015 Jobs	2025 Jobs	% Change
Market Research Analysts and Marketing Specialists	56,959	71,087	25.0%
Survey Researchers	865	1,063	23.0%
<b>TOTAL</b>	<b>57,824</b>	<b>72,150</b>	<b>25.0%</b>

\*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