

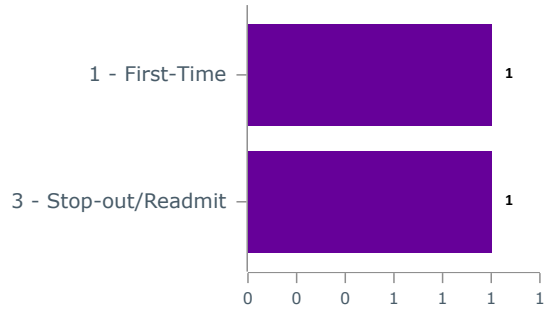


Program Dashboard Fall 2017

Certificate, Marketing Assistant (COA.MKTG.ASST)

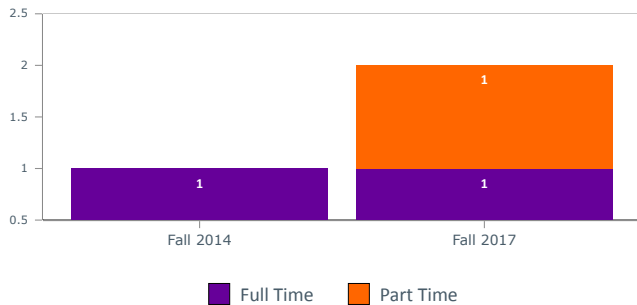
This is a profile of the Certificate, Marketing Assistant (COA.MKTG.ASST) program as of Fall 2017. The purpose of this document is to highlight the program's enrollment, demographics and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and enrollment by gender and race/ethnicity. Outcomes information includes retention rates, graduation rates, degrees awarded by race/ethnicity and job growth projections for target occupations.

Enrollment by Registration Type



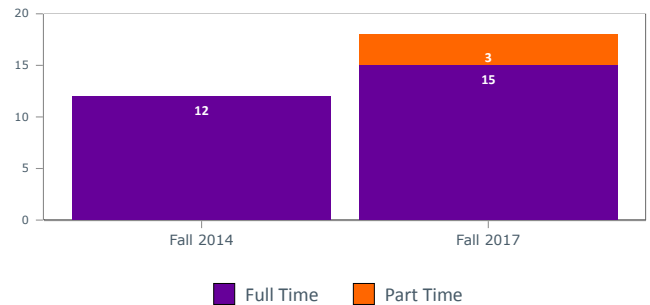
First-time = new to college  
 Transfer = new to Bergen (originally enrolled at different institution)  
 Stop-out/Readmit = not enrolled in previous semester  
 Continuing = enrolled in previous semester  
 Source: Colleague Student Information System

Enrollment by Attendance



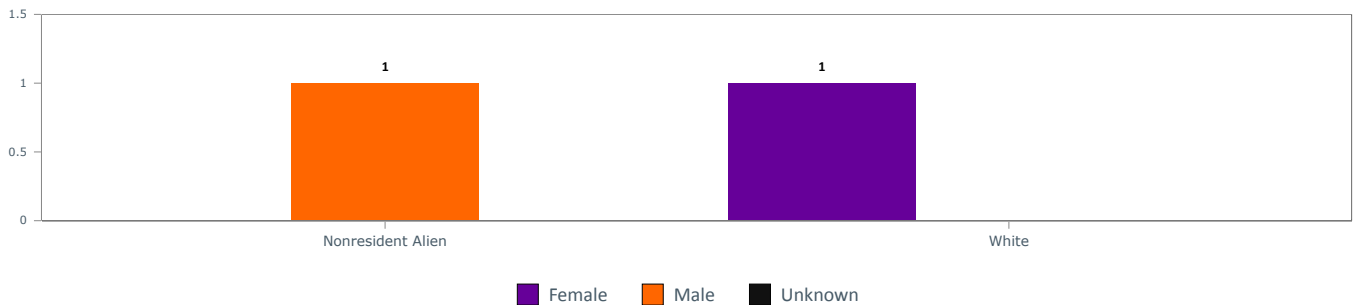
Source: Colleague Student Information System

Credits Enrolled by Attendance



Source: Colleague Student Information System

Enrollment by Gender & Race/Ethnicity, Fall 2017



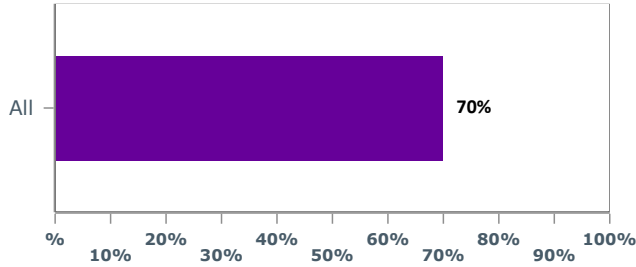
"Other" category includes American Indian/Alaskan Natives, Hawaiian/Pacific Islanders, and students who reported two or more races.  
 Source: Colleague Student Information System



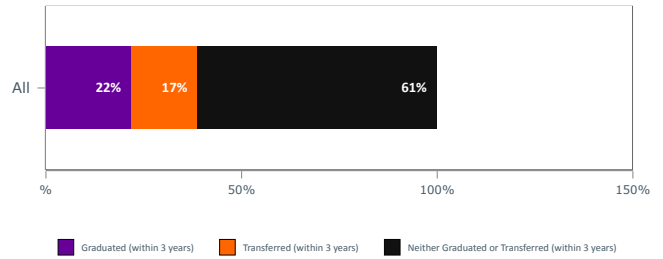
Program Dashboard Fall 2017

Certificate, Marketing Assistant (COA.MKTG.ASST)

Next-Year Retention Rate, Fall 2016



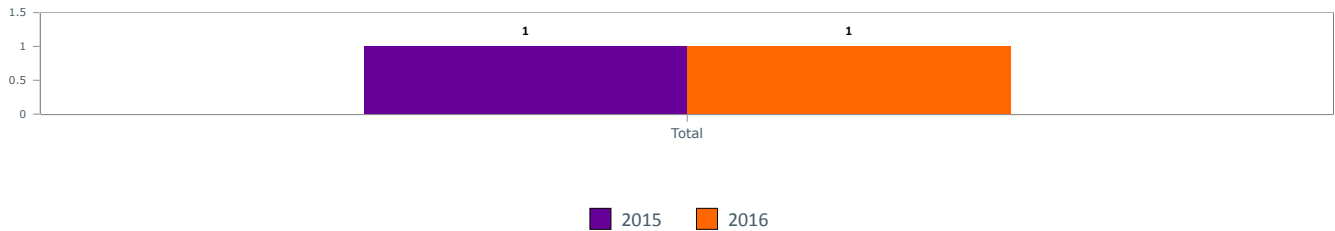
Graduation and Transfer Rate, FTDS for 2014 Fall



Next-Term Retention Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2016 who re-enrolled at BCC in the following fall term. Students are considered retained if they enrolled at BCC even if they changed their program.  
Source: Colleague Student Information System

Graduation Rate includes First-Time, Full-Time, Degree-Seeking Students in FTDS for 2014 Fall who graduated in 3 years. Transfer Rate includes First-Time, Full-Time, Degree-Seeking Students in [Grad Cohort Year] who transferred without graduating in 3 years.  
Source: Colleague Student Information System and National Student Clearinghouse

Graduates by Race/Ethnicity



The "Other" category includes American Indian/Alaska Natives, Hawaiian/Pacific Islanders, and students who reported two or more races. If there were no graduates of a given race/ethnicity, no bar is displayed for that group.  
Source: Colleague Student Information System

Job Growth and Salary Range for Target Occupations

Occupation	Year Jobs	Plus 10 Yr Jobs	% Change 10 Year Job	Occupation Avg 25 Percentile Hourly Salary	Occupation Avg 75 Percentile Hourly Salary
Advertising and Promotions Managers (11-2011)	5,055	5,370	6.23%	\$ 52.52	\$ 101.77
Agents and Business Managers of Artists, Performers, and Athletes (13-1011)	3,326	3,223	-3.10%	\$ 24.44	\$ 51.40
Fundraisers (13-1131)	8,156	9,215	12.98%	\$ 22.73	\$ 38.34
Market Research Analysts and Marketing Specialists (13-1161)	60,668	69,404	14.40%	\$ 26.48	\$ 48.24
Marketing Managers (11-2021)	23,051	24,353	5.65%	\$ 62.67	\$ 113.89
Meeting, Convention, and Event Planners (13-1121)	9,426	10,314	9.42%	\$ 22.59	\$ 40.23
Public Relations Specialists (27-3031)	24,102	26,440	9.70%	\$ 21.89	\$ 42.99
Sales Managers (11-2022)	25,598	26,674	4.20%	\$ 61.38	\$ 117.82

Source: EMSI Economic Modeling, NJ Dept. of Labor