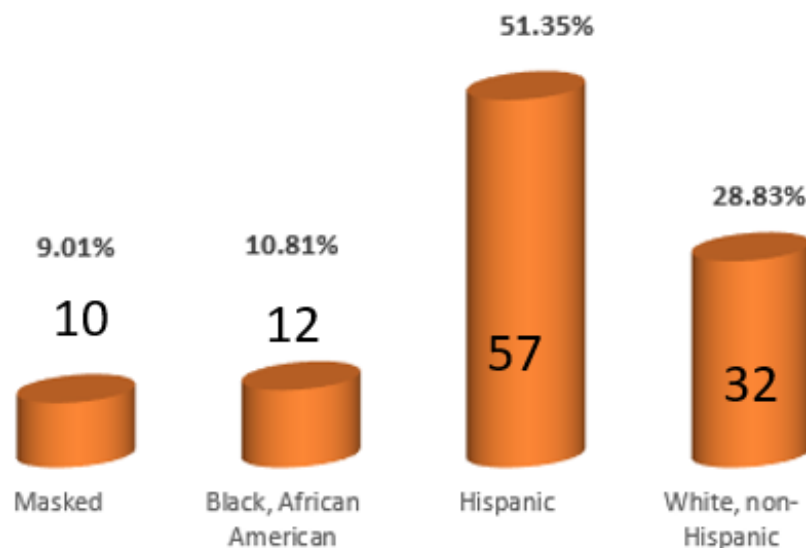


## Marketing Program Students 2017-2018

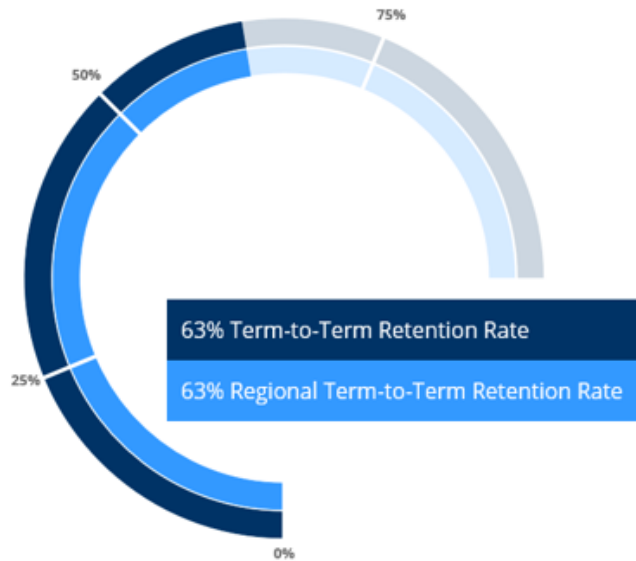


Definition: Students who declared MJC Marketing programs during the 2017-2018 year.  
Colleague Student Demographic, 2017-18

### Marketing Program: Student Ethnicity



Definition: Demographic breakdown of student Marketing program majors, 2017-18  
Data is "masked" when there are fewer than 10 individuals from a single population  
Colleague Student Demographic, 2017-18



Definition: Among students, the proportion retained from fall census to spring census at college in the selected year.

Does not include graduates or transfer students

LaunchBoard Pipeline: Milestones 2016-17

<https://www.calpassplus.org/LaunchBoard/Community-College-Pipeline.aspx>

## Marketing Program Student Award Trend



Definition: Three-year award trend data (degree or certificate)

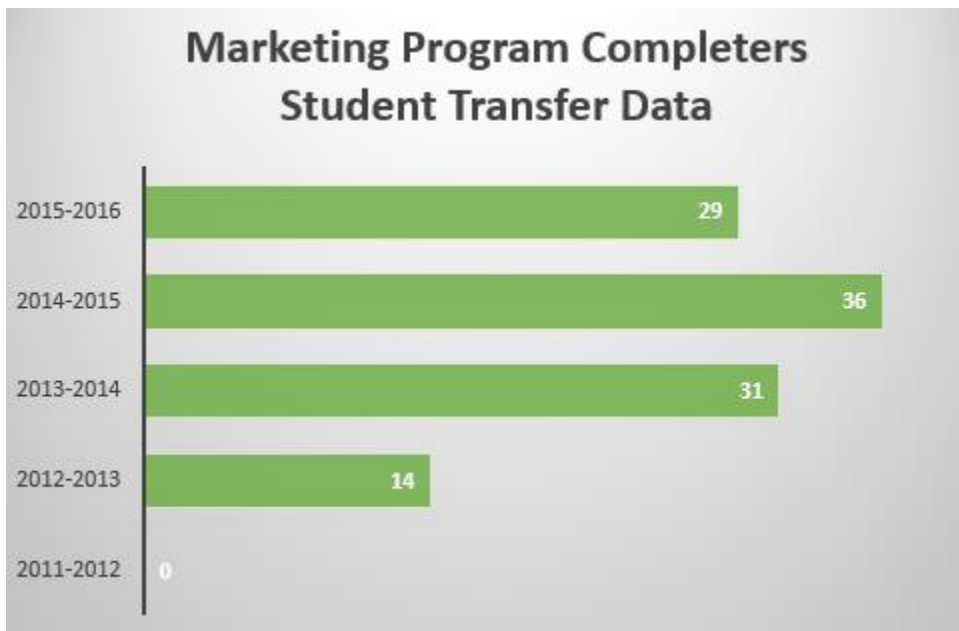
Awards are duplicated, meaning there are students in this number who may have earned more than one award.

Colleague Graduation Report, 2015-2018

## Marketing Program Completers: Ethnicity



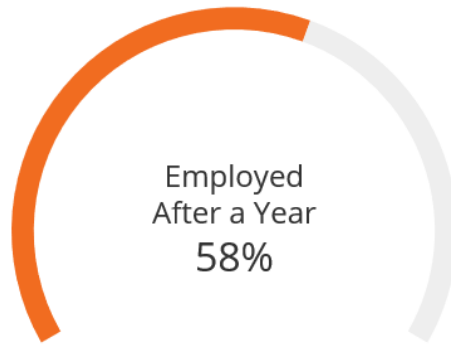
Definition: 2017-18 completion data, by ethnicity  
Colleague Graduation Report and Student Demographic, 2017-18



Definition: Students who took non-introductory courses  
or completed an Marketing award who subsequently enrolled  
for the first time in a four-year institution the following year

LaunchBoard Pipeline: Success

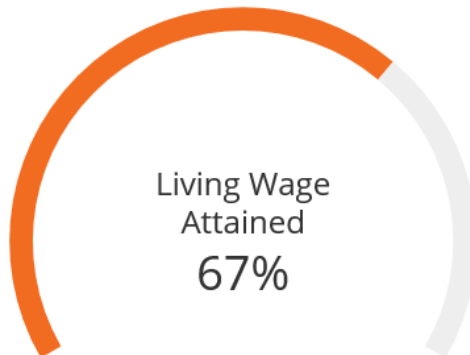
<https://www.calpassplus.org/LaunchBoard/Community-College-Pipeline.aspx>



Definition: Among all exiters, the percentage who were employed a year after exiting post-secondary education.

LaunchBoard Pipeline: Employment 2015-16

<https://www.calpassplus.org/LaunchBoard/Community-College-Pipeline.aspx>



Definition: Among all students who were enrolled at MJC and then exited the college, the proportion who attained the county living wage for a single adult in the immediate following year. Does not include students who transferred. The living wage in Stanislaus County is \$12.12/hour.

LaunchBoard Pipeline: Earnings 2015-16

<https://www.calpassplus.org/LaunchBoard/Community-College-Pipeline.aspx>

## Median Regional Annual Salary

The entry level and median annual salaries of people employed in occupations associated with the selected TOP code in the college's Doing What Matters region



**Requires a Bachelors Degree or Higher**



	Entry Level Salary	Median Salary
Wholesale and Retail Buyers, Except Farm Products	\$31,346	\$53,394
Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$38,147	\$59,218

**On-The-Job Training, No College Required**



	Entry Level Salary	Median Salary
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$29,120	\$56,618

