

The Following Chart Provides 2009-2010 Information Regarding the Following Certificate Program:

- 1 U.S Department of Labor (DOL) Standard Occupational Classification (SOC) Code
- 2 Classification of Instructional Program (CIP) Code
- 3 On-Time Completion Rate
- 4 Program Costs
- 5 Median Loan Debt

<u>Certificate: Marketing Communication Management</u>	
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SOC Code ¹	11-2011.00
CIP Code ²	09.0199
On-Time Completion Rate ³	50%
Certificate Costs ⁴	\$42,266
Median Loan Debt ⁵	0

Legend

- ¹ SOC Code - Allows students to search the occupational profile that the Certificate program prepares them for on the Occupational Information Network (O*NET) at www.onetonline.org/crosswalk/. DOL identified the Occupational Information Network (O*NET) as a primary source of occupational information. O*NET provides comprehensive occupational descriptions and data for use by job seekers. O*NET provides a framework that identifies the most important types of information about work based on theory, experiment and observation. In addition, O*NET allows occupational information to be applied across jobs, sectors, industries, and within occupations.
- ² CIP Code - Links to additional occupational profiles on O*NET (www.onetonline.org/crosswalk/).
- ³ Completion Rate - Number of student who completed the Certificate within normal time (published length of the Certificate)
- ⁴ Costs - Includes estimated tuition (20,784), fees (554), books/supplies (1,008), room/board (15,842), personal (1,828), and transportation (2,250) expenses
- ⁵ Loan Debt - Median loan (federal, private, institutional) debt incurred by students who complete the Certificate