



BS, Integrated Marketing Communications Outcomes Report

**80%- internal benchmark*

CAMPUS	OUTCOME MEASURES & BENCHMARKS	REPORTING CYCLE- JANUARY 1 - DECEMBER 31				COMMENTS
		2016	2017	2018	3 YR. AVG	
FLAGSHIP	Program Completion Rate >80%*	N/A	73.0%	100.0%	86.50%	
	Certification Pass Rate >80%*	N/A	N/A	N/A	N/A	There is no required licensure or certification exam for this program
	Job Placement Rate >80%*	N/A	N/A	N/A	N/A	New program began 2017. Placement data not available
LAKELAND	Program Completion Rate >80%*	100.0%	75.0%	67.0%	80.60%	
	Certification Pass Rate >80%*	N/A	N/A	N/A	N/A	There is no required licensure or certification exam for this program
	Job Placement Rate >80%*	No data	No data	100.0%	100.00%	No survey data for 2016-2017
WEST PALM BEACH	Program Completion Rate >80%*	N/A	N/A	100.0%	100.00%	
	Certification Pass Rate >80%*	N/A	N/A	N/A	N/A	There is no required licensure or certification exam for this program
	Job Placement Rate >80%*	N/A	N/A	N/A	N/A	New Program began in 2018. Data not yet available.