



**University of Phoenix**  
 5955 DeSoto Ave.  
 Woodland Hills, CA 91367  
 800-888-1968  
 www.phoenix.edu

UOPUS-Factsheet  
**Marketing Certificate**  
**(Undergraduate)**  
 Woodland Hills

**SCHOOL PERFORMANCE FACT SHEET**  
**CALENDAR YEARS 2016 & 2017**

**Marketing Certificate (Undergraduate) – 30 Weeks**

**On-time Completion Rates (Graduation Rates)**

*Includes data for the two calendar years prior to reporting*

Calendar Year	Number of Students Who Began the Program	Students Available for Graduation	Number of On-time Graduates	On-time Completion Rate
2017	0	0	0	N/A
2016	0	0	0	N/A

Student Initials: \_\_\_\_\_ Date: \_\_\_\_\_

Initial only after you have had sufficient time to read and understand the information

**Students Completing Within 150% of the Published Program Length**

Calendar Year	Number of Students Who Began the Program	Students Available for Graduation	150% Graduates	150% Completion Rate
2017	0	0	0	N/A
2016	0	0	0	N/A
2015	0	0	0	N/A
2014	0	0	0	N/A

Student Initials: \_\_\_\_\_ Date: \_\_\_\_\_

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**Job Placement Rates<sup>1</sup>**

*Includes data for the two calendar years prior to reporting*

Calendar Year	Number of Students Who Began Program	Number of Graduates	Graduates Available for Employment	Graduates Employed in the Field	Placement Rate % Employed in the Field
2017	0	0	0	0	N/A
2016	0	0	0	0	N/A

<sup>1</sup> Job placement information is obtained from graduate surveys, and despite reasonable efforts taken to gather employment data for graduates, many graduates do not respond to the survey. Therefore, the published job placement rate may not be representative of actual performance of University graduates of this program. The overall survey response rate of CA graduates across all University of Phoenix programs in 2016 was 45% and was 17% in 2017.

To obtain a list of employment positions determined to be within the field of this program, please visit <https://www.phoenix.edu/career-services/explorer.html#4> or speak to your advisor.

**Gainful Employment**

*Includes data for the two calendar years prior to reporting*

**Part Time vs. Full Time Employment**

Calendar Year	Graduates Employed in the Field 20 to 29 Hours Per Week	Graduates Employed in the Field at Least 30 Hours Per Week	Total Graduates Employed in the Field
2017	0	0	0
2016	N/A	N/A	0

**Single Position vs. Concurrent Aggregated Positions**

Calendar Year	Graduates Employed in the Field in a Single Position	Graduates Employed in the Field in Concurrent Aggregated Positions	Total Graduates Employed in the Field
2017	0	0	0
2016	N/A	N/A	0

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**Self Employed/Freelance Positions**

<b>Calendar Year</b>	<b>Graduates Employed who are Self-Employed or Working Freelance</b>	<b>Total Graduates Employed in the Field</b>
2017	0	0
2016	N/A	0

**Institutional Employment**

<b>Calendar Year</b>	<b>Graduates Employed in the Field who are Employed by the Institution, an Employer Owned by the Institution, or an Employer who Shares Ownership with the Institution</b>	<b>Total Graduates Employed in the Field</b>
2017	0	0
2016	N/A	0

Student's Initials: \_\_\_\_\_ Date: \_\_\_\_\_

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**License Examination Passage Rates**

*Not Applicable. This program does not directly prepare for a state licensure examination.*

**Salary and Wage Information**

*Includes data for the two calendar years prior to reporting*

*Annual Salary and Wages Reported for Graduates Employed in the Field are obtained through graduate surveys*

Calendar Year	Graduates Available for Employment	Graduates Employed in the Field	No Salary Information Reported
2017	0	0	0
2016	0	0	0

Calendar Year	< \$25,000	\$25,001 to \$30,000	\$30,001 to \$35,000	\$35,001 to \$40,000	\$40,001 to \$45,000	\$45,001 to \$50,000
2017	0	0	0	0	0	0
2016	0	0	0	0	0	0

Calendar Year	\$50,001 to \$55,000	\$55,001 to \$60,000	\$60,001 to \$65,000	\$65,001 to \$70,000	\$70,001 to \$75,000	> \$75,000
2017	0	0	0	0	0	0
2016	0	0	0	0	0	0

A list of sources used to substantiate salary disclosures is available from the school. Please obtain the list of employment positions for your program via the link on page 2 of this Fact Sheet under the Job Placement Rates. Go to <http://www.onetonline.org/find/> and type in the job title or SOC code from the list of employment positions to look up wages and employment trends and local salary information.

Student's Initials: \_\_\_\_\_ Date: \_\_\_\_\_

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**Cost of Educational Program**

Total charges for the program for students completing on-time in 2017: \$5,520 - \$12,450\*

Total charges may be higher for students that don't complete on-time.

\*The range in cost figures shown is based on the total number of credits, (including the break-down between upper division and lower division credits for undergraduate programs), that the student may take at University of Phoenix to complete their program.

Student Initials: \_\_\_\_\_ Date: \_\_\_\_\_

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**Federal Student Loan Debt at University of Phoenix**

Percentage of students who defaulted on their federal student loans at this institution <sup>1</sup>	Percentage of students enrolled in 2017 who took out federal student loans to pay for this program	Average federal student loan debt of 2017 graduates who took out federal student loans at this institution	Percentage of graduates in 2017 who took out federal student loans to pay for this program
12.3%	38.8%	\$30,756	37.5%

<sup>1</sup>The percentage of students who defaulted on their federal student loans is called the Cohort Default Rate (CDR). It shows the percentage of this school's students who were more than 270 days (about 9 months) behind on their federal student loans within three years of when the first payment was due. This is the most recent CDR reported by the U.S. Department of Education.

Student Initials: \_\_\_\_\_ Date: \_\_\_\_\_

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Additional Information

This fact sheet is filed with the Bureau for Private Postsecondary Education. Regardless of any information you may have relating to completion rates, placement rates, starting salaries or license exam passage rates, this fact sheet contains the information as calculated pursuant to state law.

Any questions a student may have regarding this fact sheet that have not been satisfactorily answered by the institution may be directed to:

The Bureau for Private Postsecondary Education
2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833
Toll Free: (888) 370-7589; Fax: (916) 263-1897
www.bppe.ca.gov

My signature below certifies that I have read and understood the information included in the School Performance Fact Sheet and that I have received a copy of this Fact Sheet prior to signing an enrollment agreement.

Signature lines for Student Name, Student Signature, Date, University of Phoenix Representative Signature, and Date.

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### Definitions

The following are the definitions for the Performance Fact Sheet:

**"Number of Students Who Began Program"** means the number of students who began a program who were scheduled to complete the program within 100% of the published program length within the reporting calendar year and excludes all students who cancelled during the cancellation period.

**"Students Available for Graduation"** is the number of students who began the program minus the number of students who have died, been incarcerated, or been called to active military duty.

**"Number of On-time Graduates"** is the number of students who completed the program within 100% of the published program length within the reporting calendar year.

**"On-time Completion Rate"** is the number of on-time graduates divided by the number of students available for graduation.

**"150% Graduates"** is the number of students who completed the program within 150% of the program length (includes on-time graduates).

**"150% Completion Rate"** is the number of students who completed the program in the reported calendar year within 150% of the published program length, including on-time graduates, divided by the number of students available for graduation.

**"Graduates Available for Employment"** means the number of graduates minus the number of graduates unavailable for employment.

**"Graduates Unavailable for Employment"** means the graduates who, after graduation, die, become incarcerated, are called to active military duty, are international students that leave the United States or do not have a visa allowing employment in the United States, or are continuing their education in an accredited or bureau-approved postsecondary institution.

**"Graduates Employed in the Field"** means graduates who beginning within six months after a student completes the applicable educational program are gainfully employed, whose employment has been reported, and for whom the institution has documented verification of employment. For occupations for which the state requires passing an examination, the six month period begins after the announcement of the examination results for the first examination available after a student completes an applicable educational program.

**"Placement Rate Employed in the Field"** is calculated by dividing the number of graduates gainfully employed in the field by the number of graduates available for employment.

### **Definitions (continued)**

**“Number of Graduates Taking Exam”** is the number of graduates who took the first available exam in the reported calendar year.

**“First Available Exam Date”** is the date for the first available exam after a student completed a program.

**“Passage Rate”** is calculated by dividing the number of graduates who passed the exam by the number of graduates who took the reported licensing exam.

**“Number Who Passed First Available Exam”** is the number of graduates who took and passed the first available licensing exam after completing the program.

**“Salary”** is as reported by graduate or graduate’s employer.

**“No Salary Information Reported”** is the number of graduates for whom, after making reasonable attempts, the school was not able to obtain salary information.