

Program Competition & Student Demand

Active Selections

(County : San Mateo, CA) AND ((Program of study : Associate's degree - Sales, Distribution, and Marketing Operations, General (52.1801) OR Program of study : Award of at least 1 but less than 2 academic years - Sales, Distribution, and Marketing Operations, General (52.1801) OR Program of study : Award of less than 1 academic year - Sales, Distribution, and Marketing Operations, General (52.1801)))

Total Degrees Conferred

4
(-33.3% since 2016)

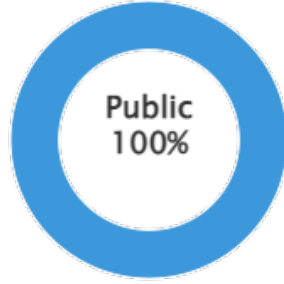
In 2020

Number of Institutions

2
(+1 since 2016)

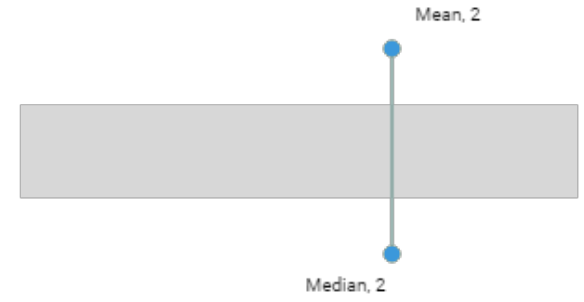
In 2020

Market Share by Type of Institution



In 2020

Degrees Conferred by Institution



In 2020

Institution	Type	Distance Learning	Market Share 2020 (%)	Change in Market Share 2016-2020 (%)	Change in Degree Conferrals 2016-2020 (%)	2020	2019	2018	2017	2016
College of San Mateo	Public	No	75.0	-25.0	-50.0	3	9	5	8	6
Canada College	Public	No	25.0	N/A	N/A	1	N/A	N/A	N/A	N/A
Skyline College	Public	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

*This report uses data from the National Center for Education Statistics (NCES) IPEDS database from 2016-2020.

Program Competition & Student Demand

Active Selections

(County : San Mateo, CA OR County : San Francisco, CA OR County : Santa Clara, CA OR County : Contra Costa, CA OR County : Alameda, CA) AND ((Program of study : Associate's degree - Sales, Distribution, and Marketing Operations, General (52.1801) OR Program of study : Award of at least 1 but less than 2 academic years - Sales, Distribution, and Marketing Operations, General (52.1801) OR Program of study : Award of less than 1 academic year - Sales, Distribution, and Marketing Operations, General (52.1801)))

Total Degrees Conferred

64
(+16.4% since 2016)

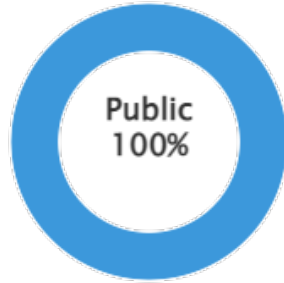
In 2020

Number of Institutions

10
(No change since 2016)

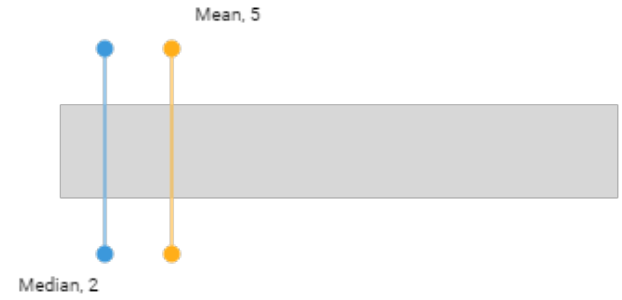
In 2020

Market Share by Type of Institution



In 2020

Degrees Conferred by Institution



In 2020

Institution	Type	Distance Learning	Market Share 2020 (%)	Change in Market Share 2016-2020 (%)	Change in Degree Conferrals 2016-2020 (%)	2020	2019	2018	2017	2016
De Anza College	Public	No	39.1	10.0	56.3	25	24	19	15	16
City College of San Francisco	Public	No	35.9	5.0	35.3	23	22	17	13	17
Diablo Valley College	Public	Yes	7.8	-3.1	-16.7	5	6	2	7	6
San Jose City College	Public	No	4.7	-0.8	0.0	3	6	4	6	3
College of San Mateo	Public	No	4.7	-6.2	-50.0	3	9	5	8	6
Chabot College	Public	Yes	3.1	-0.5	0.0	2	7	2	10	2
Laney College	Public	No	3.1	-2.4	-33.3	2	2	3	3	3
Canada College	Public	No	1.6	N/A	N/A	1	N/A	N/A	N/A	N/A
West Valley College	Public	No	0.0	-1.8	-100.0	0	1	2	1	1
Las Positas College	Public	No	0.0	-1.8	-100.0	0	4	0	1	1
Mission College	Public	No	N/A	N/A	N/A	N/A	0	0	0	0
Heald College-Hayward	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Skyline College	Public	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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