

Enrollment by Degree Program

Arkansas State University

Fall 2017 to Fall 2021

College, Department	Fall Semesters					Average	
Degree & Program	2018	2019	2020	2021	2022	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
CP Social Media Management	2	1	1	2	4	2	2
BA Communication Studies	90	98	88	72	62	74	80
BS Strategic Communications	108	105	109	96	140	115	113
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	22	13	10	10	42	21	19
Total Communication	222	217	208	180	248	212	213
Media & Journalism							
BS Creative Media Production	110	118	119	117	110	115	116
BS Multimedia Journalism	51	51	31	29	21	27	33
MS Media Management	36	46	44	49	56	50	49
MSMC Journalism	7	4	3	6	8	6	5
MSMC Radio-TV	9	3	4	7	4	5	5
Total Media & Journalism	213	222	201	208	199	203	208
Grand Total	#REF!	435	439	409	388	412	418

Degrees Awarded

Arkansas State University

Fiscal Year 2017-2018 to 2021-2022

College, Department	Fiscal Year					Average	
Degree & Program	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
Baccalaureate Degrees	107	99	102	95	103	99	101
Master's Degrees	14	34	31	33	37	33	28
Graduate Certificates	0	0	0	0	0	0	0
Total Communication	121	133	133	128	140	131	129

Degrees Awarded by Degree Program

Arkansas State University

Fiscal Year 2017-2018 to 2021-2022

College, Department	Fiscal Year					Average	
Degree & Program	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
BA Communication Studies	39	32	29	31	30	31	33
BS Strategic Communications	37	35	36	37	36	36	36
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	4	6	6	6	4	6	6
Total Communication	80	73	71	74	70	73	75
Media & Journalism							
BS Creative Media Production	24	29	33	21	34	29	28
BS Multimedia Journalism	7	3	4	6	3	4	5
MS Media Management	1	17	21	23	29	24	18
MSMC Journalism	4	4	3	3	0	2	3
MSMC Radio-TV	5	7	1	1	4	2	4
Total Media & Journalism	41	60	62	54	70	62	57
Grand Total	121	133	133	128	140	134.6667	132

Success Rates by Degree Program*

Arkansas State University

Fall 2017 to Fall 2021

College, Department	% of Students Returning or Graduating *From Fall Semester to Fall Semester					Average	
Degree & Program	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
BA Communication Studies	71.68%	80.00%	69.39%	76.14%	69.44%	75.17%	74.30%
BS Strategic Communications	78.15%	80.56%	88.57%	82.57%	84.37%	83.90%	82.46%
MA Communication Studies	69.23%	68.18%	100.00%	100.00%	90.00%	89.39%	84.35%
Average Communication	73.02%	76.25%	85.99%	86.24%	81.27%	82.82%	80.37%
Media & Journalism							
BS Creative Media Production	82.83%	76.36%	81.36%	78.99%	77.77%	79.37%	79.46%
BS Multimedia Journalism	50.00%	47.06%	49.02%	67.74%	37.93%	51.56%	50.35%
MS Media Management	57.87%	61.11%	63.04%	65.91%	73.46%	67.47%	64.28%
MSMC Journalism	90.91%	100.00%	100.00%	66.67%	83.33%	83.33%	88.18%
MSMC Radio-TV	100.00%	88.89%	100.00%	100.00%	100.00%	100.00%	97.78%
Average Media & Journalism	76.32%	74.68%	78.68%	75.86%	74.50%	76.35%	76.01%
Grand Total	74.67%	75.47%	82.34%	81.05%	77.88%	79.59%	78.19%