

Enrollment by Degree Program

Arkansas State University

Fall 2020 to Fall 2024

College, Department	Fall Semesters					Average	
Degree & Program	2020	2021	2022	2023	2024	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
CP Social Media Management	1	2	3	2	2	2	2
BA Communication Studies	88	72	60	53	67	60	68
BS Strategic Communications	109	96	83	72	76	77	87
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	10	10	40	50	59	50	34
MS Strategic Communications	74	73	89	80	69	79	77
Total Communication	282	253	275	257	273	268	191
Media & Journalism							
BS Creative Media Production	119	117	104	104	112	107	111
BS Journalism	0	0	0	0	0	0	0
BS Multimedia Journalism	31	29	20	11	6	12	19
MS Media Management	44	49	37	26	29	31	37
MSMC Journalism	3	6	8	3	1	4	4
MSMC Radio-TV	4	7	4	4	4	4	5
Total Media & Journalism	201	208	173	148	152	158	176
Grand Total	483	461	448	405	425	426	407

Degrees Awarded

Arkansas State University

Fiscal Year 2020-2021 to 2024-2025

College, Department	Academic Year					Average	
Degree & Program	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	3 YEAR	5 YEAR
Communication Media & Journalism							
Baccalaureate Degrees	96	103	80	75	70	75	85
Master's Degrees	67	77	108	93	104	102	90
Graduate Certificates	0	0	0	0	0	0	0
Total Communication	163	180	188	168	174	177	175

Degrees Awarded by Degree Program

Arkansas State University

Fiscal Year 2020-2021 to 2024-2025

College, Department	Academic Year					Average	
Degree & Program	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
BA Communication Studies	31	30	16	13	19	16	22
BS Strategic Communications	37	36	33	32	23	29	32
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	6	4	11	22	32	22	15
MS Strategic Communications	34	40	59	43	50	51	45
Total Communication	108	110	119	110	124	118	69
Media & Journalism							
BS Creative Media Production	21	34	26	27	25	26	27
BS Journalism	1	0	0	0	0	0	0
BS Multimedia Journalism	6	3	5	3	3	4	4
BS Radio-TV	0	0	0	0	0	0	0
MS Media Management	23	29	31	24	15	23	24
MSMC Journalism	3	0	4	2	1	2	2
MSMC Radio-TV	1	4	3	2	6	4	3
Total Media & Journalism	55	70	69	58	50	59	60
Grand Total	163	180	188	168	174	177	129

Success Rates by Degree Program*

Arkansas State University

Fall 2019 to Fall 2023

College, Department	% of Students Returning or Graduating *From Fall Semester to Fall Semester					Average	
Degree & Program	2019	2020	2021	2022	2023	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
BA Communication Studies	69.39%	76.14%	69.44%	66.67%	71.70%	69.27%	70.67%
BS Strategic Communications	88.57%	82.57%	84.37%	74.70%	83.33%	80.80%	82.71%
MA Communication Studies	100.00%	100.00%	90.00%	62.50%	50.00%	67.50%	80.50%
MS Strategic Communications	81.82%	79.73%	71.23%	65.17%	68.75%	68.38%	73.34%
Average Communication	84.94%	84.61%	78.76%	67.26%	68.45%	71.49%	76.80%
Media & Journalism							
BS Creative Media Production	81.36%	78.99%	77.77%	78.85%	76.92%	77.85%	78.62%
BS Journalism	NA	NA	NA	NA	NA	NA	NA
BS Multimedia Journalism	49.02%	67.74%	37.93%	45.00%	81.82%	54.92%	56.07%
MS Media Management	63.04%	65.91%	73.46%	59.46%	76.92%	69.95%	68.12%
MSMC Journalism	100.00%	66.67%	83.33%	87.50%	66.67%	79.17%	80.55%
MSMC Radio-TV	100.00%	100.00%	100.00%	75.00%	100.00%	91.67%	94.44%
Average Media & Journalism	78.68%	75.86%	74.50%	69.16%	80.47%	74.71%	75.56%
Grand Total	81.81%	80.24%	76.63%	68.21%	74.46%	73.10%	76.18%