

Enrollment by Degree Program

Arkansas State University

Fall 2018 to Fall 2022

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	3	2	2
BA Communication Studies	90	98	88	72	60	73	82
BS Strategic Communications	108	105	109	96	83	96	100
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	22	13	10	10	40	20	19
MS Strategic Communications	NA	33	74	73	89	79	67
Total Communication	222	250	282	253	275	270	203
Media & Journalism							
BS Creative Media Production	110	118	119	117	104	113	114
BS Journalism	1	1	0	0	0	0	0
BS Multimedia Journalism	51	51	31	29	20	27	36
MS Media Management	36	46	44	49	37	43	42
MSMC Journalism	7	4	3	6	8	6	6
MSMC Radio-TV	9	3	4	7	4	5	5
Total Media & Journalism	214	223	201	208	173	194	204
Grand Total	436	473	483	461	448	464	407

Degrees Awarded

Arkansas State University

Fiscal Year 2018-2019 to 2022-2023

College, Department	Academic Year					Average	
Degree & Program	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023	3 YEAR	5 YEAR
Communication Media & Journalism							
Baccalaureate Degrees	99	102	96	103	80	93	96
Master's Degrees	34	39	67	77	108	84	65
Graduate Certificates	0	0	0	0	0	0	0
Total Communication Media & Journalism	133	141	163	180	188	177	161

Degrees Awarded by Degree Program

Arkansas State University

Fiscal Year 2018-2019 to 2022-2023

College, Department	Academic Year					Average	
Degree & Program	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
BA Communication Studies	32	29	31	30	16	26	28
BS Strategic Communications	35	36	37	36	33	35	35
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	6	6	6	4	11	7	7
MS Strategic Communications	NA	8	34	40	59	44	35
Total Communication	73	79	108	110	119	112	105
Media & Journalism							
BS Creative Media Production	29	33	21	34	26	27	29
BS Journalism	0	0	1	0	0	0	0
BS Multimedia Journalism	3	4	6	3	5	5	4
BS Radio-TV	0	0	0	0	0	0	0
MS Media Management	17	21	23	29	31	28	24
MSMC Journalism	4	3	3	0	4	2	3
MSMC Radio-TV	7	1	1	4	3	3	3
Total Media & Journalism	60	62	55	70	69	65	63
Grand Total	133	141	163	180	188	177	168

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	2019	2020	2021	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
BA Communication Studies	71.68%	80.00%	69.39%	76.14%	69.44%	71.65%	73.33%
BS Strategic Communications	78.15%	80.56%	88.57%	82.57%	84.37%	85.17%	82.84%
MA Communication Studies	69.23%	68.18%	100.00%	100.00%	90.00%	96.67%	85.48%
MS Strategic Communications	NA	NA	81.82%	79.73%	71.23%	77.59%	77.59%
Average Communication	73.02%	76.25%	84.94%	84.61%	78.76%	82.77%	79.81%
Media & Journalism							
BS Creative Media Production	82.83%	76.36%	81.36%	78.99%	77.77%	79.37%	79.45%
BS Journalism	100.00%	100.00%	NA	NA	NA	NA	100.00%
BS Multimedia Journalism	50.00%	47.06%	49.02%	67.74%	37.93%	51.56%	50.55%
MS Media Management	57.87%	61.11%	63.04%	65.91%	73.46%	67.47%	64.81%
MSMC Journalism	90.91%	100.00%	100.00%	66.67%	83.33%	83.33%	87.37%
MSMC Radio-TV	100.00%	88.89%	100.00%	100.00%	100.00%	100.00%	98.15%
Average Media & Journalism	80.27%	78.90%	78.68%	75.86%	74.50%	76.35%	80.06%
Grand Total	76.64%	77.57%	81.81%	80.24%	76.63%	79.56%	79.93%