

# Bachelor of Science Journalism

New Freshmen Fall-to-Fall  
Retention

Major

Journalism

Degree Program

Bachelor of Science

New Freshmen Fall-to-Fall Retention					
Degree/Major/Concentration	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
<input type="checkbox"/> <b>Bachelor of Science</b>	<b>74.6%</b>	<b>86.0%</b>	<b>89.7%</b>	<b>89.5%</b>	<b>79.2%</b>
<input type="checkbox"/> <b>Journalism</b>	<b>74.6%</b>	<b>86.0%</b>	<b>89.7%</b>	<b>89.5%</b>	<b>79.2%</b>
Advertising/Public Relations	72.9%	85.3%	90.0%	90.0%	90.9%
Media Studies	83.3%	100.0%	77.8%	92.9%	75.0%
Sports Media				94.1%	66.7%
Visual Communication	33.3%	87.5%	100.0%	100.0%	100.0%
<b>Total</b>	<b>74.6%</b>	<b>86.0%</b>	<b>89.7%</b>	<b>89.5%</b>	<b>79.2%</b>

