

Bachelor of Science Journalism

Undergraduate Fall-to-Fall Retention

Major

Journalism

Degree Program

Bachelor of Science

Undergraduate Fall-to-Fall Retention

Degree/Major/Concentration	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Bachelor of Science	80.5%	87.4%	90.3%	89.8%	85.3%
Journalism	80.5%	87.4%	90.3%	89.8%	85.3%
Advertising/Public Relations	81.3%	88.5%	92.5%	90.2%	89.5%
Media Studies	83.3%	90.1%	87.8%	91.8%	88.7%
Sports Media	80.0%	62.5%	87.5%	75.0%	66.7%
Visual Communication	50.0%	84.2%	88.2%	86.4%	88.5%
Total	80.5%	87.4%	90.3%	89.8%	85.3%

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