



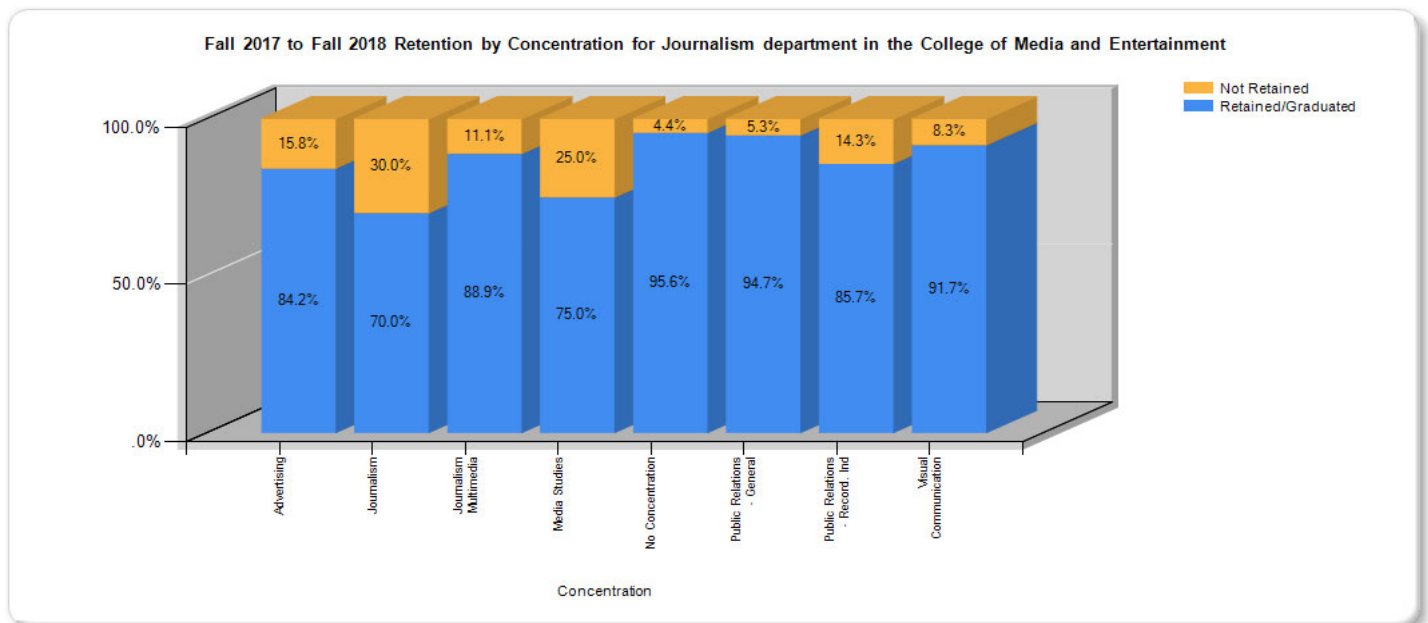
STATE UNIVERSITY  
Office of Institutional Effectiveness,  
Planning and Research

## Fall 2017 to Fall 2018 Retention by Concentration for the School of Journalism and Strategic Media in the College of Media and Entertainment

Academic Load = Part-Time, Full-Time

Student Level = Junior

B.S., Journalism	Retained/Graduated		Not Retained		Total
No Concentration	65	95.6%	3	4.4%	68
Advertising	16	84.2%	3	15.8%	19
Journalism Multimedia	16	88.9%	2	11.1%	18
Journalism	14	70.0%	6	30.0%	20
Media Studies	3	75.0%	1	25.0%	4
Public Relations - General	36	94.7%	2	5.3%	38
Public Relations - Record. Ind	6	85.7%	1	14.3%	7
Visual Communication	11	91.7%	1	8.3%	12
<b>Journalism Total</b>	<b>167</b>	<b>89.8%</b>	<b>19</b>	<b>10.2%</b>	<b>186</b>



First-time freshmen codes were updated Fall 2017.