

Enrollment by Degree Program

Arkansas State University

Fall 2019 to Fall 2023

College, Department	Fall Semesters					Average	
Degree & Program	2019	2020	2021	2022	2023	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
CP Social Media Management	1	1	2	3	2	2	2
BA Communication Studies	98	88	72	60	53	62	74
BS Strategic Communications	105	109	96	83	72	84	93
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	13	10	10	40	50	33	25
MS Strategic Communications	33	74	73	89	80	81	70
Total Communication	250	282	253	275	257	262	194
Media & Journalism							
BS Creative Media Production	118	119	117	104	104	108	112
BS Journalism	1	0	0	0	0	0	0
BS Multimedia Journalism	51	31	29	20	11	20	28
MS Media Management	46	44	49	37	26	37	40
MSMC Journalism	4	3	6	8	3	6	5
MSMC Radio-TV	3	4	7	4	4	5	4
Total Media & Journalism	223	201	208	173	148	176	191
Grand Total	473	483	461	448	405	438	407

Degrees Awarded

Arkansas State University

Fiscal Year 2019-2020 to 2023-2024

College, Department	Academic Year					Average	
Degree & Program	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
Baccalaureate Degrees	102	96	103	80	75	86	91
Master's Degrees	39	67	77	108	93	93	77
Graduate Certificates	0	0	0	0	0	0	0
Total Communication	141	163	180	188	168	179	170

Degrees Awarded by Degree Program

Arkansas State University

Fiscal Year 2019-2020 to 2023-2024

College, Department	Academic Year					Average	
Degree & Program	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
BA Communication Studies	29	31	30	16	13	20	24
BS Strategic Communications	36	37	36	33	32	34	35
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	6	6	4	11	22	12	10
MS Strategic Communications	8	34	40	59	43	47	37
Total Communication	79	108	110	119	110	113	68
Media & Journalism							
BS Creative Media Production	33	21	34	26	27	29	28
BS Journalism	0	1	0	0	0	0	0
BS Multimedia Journalism	4	6	3	5	3	4	4
BS Radio-TV	0	0	0	0	0	0	0
MS Media Management	21	23	29	31	24	28	26
MSMC Journalism	3	3	0	4	2	2	2
MSMC Radio-TV	1	1	4	3	2	3	2
Total Media & Journalism	62	55	70	69	58	66	63
Grand Total	141	163	180	188	168	179	131

Success Rates by Degree Program*

Arkansas State University

Fall 2018 to Fall 2022

College, Department	% of Students Returning or Graduating *From Fall Semester to Fall Semester					Average	
Degree & Program	2018	2019	2020	2021	2022	3 YEAR	5 YEAR
Communication Media & Journalism							
Communication							
BA Communication Studies	80.00%	69.39%	76.14%	69.44%	66.67%	70.75%	72.33%
BS Strategic Communications	80.56%	88.57%	82.57%	84.37%	74.70%	80.55%	82.15%
MA Communication Studies	68.18%	100.00%	100.00%	90.00%	62.50%	84.17%	84.14%
MS Strategic Communications	NA	81.82%	79.73%	71.23%	65.17%	72.04%	74.49%
Average Communication	76.25%	84.94%	84.61%	78.76%	67.26%	76.88%	78.28%
Media & Journalism							
BS Creative Media Production	76.36%	81.36%	78.99%	77.77%	78.85%	78.54%	78.64%
BS Journalism	100.00%	NA	NA	NA	NA	NA	100.00%
BS Multimedia Journalism	47.06%	49.02%	67.74%	37.93%	45.00%	50.22%	49.50%
MS Media Management	61.11%	63.04%	65.91%	73.46%	59.46%	66.28%	64.88%
MSMC Journalism	100.00%	100.00%	66.67%	83.33%	87.50%	79.17%	86.11%
MSMC Radio-TV	88.89%	100.00%	100.00%	100.00%	75.00%	91.67%	92.59%
Average Media & Journalism	78.90%	78.68%	75.86%	74.50%	69.16%	73.17%	78.62%
Grand Total	77.57%	81.81%	80.24%	76.63%	68.21%	75.02%	78.45%