

Office of Institutional Research and Assessment

Mass Communication (CIP Code 090102)

Fall 2018 Snapshots

ENROLLMENT BY GENDER

Gender	Und. Grad.	Master's	PhD	Total	%
Male	106	N/A	N/A	106	48.4%
Female	113	N/A	N/A	113	51.6%
Total	219	N/A	N/A	219	100.0%

ENROLLMENT BY RACE

Race	Und. Grad.	Master's	PhD	Total	%
Black	213	N/A	N/A	213	97.3%
Other	6	N/A	N/A	6	2.7%
Total	219	N/A	N/A	219	100.0%

ENROLLMENT BY CLASSIFICATION

Classification	Undergrad.	Grad.	Total	%
Freshman	69	N/A	69	31.5%
Sophomore	55	N/A	55	25.1%
Junior	34	N/A	34	15.5%
Senior	56	N/A	56	25.6%
Other Undergraduate	5	N/A	5	2.3%
Preparatory	0	N/A	0	0.0%
Graduates	N/A	N/A	N/A	N/A
Other Graduates	N/A	N/A	N/A	N/A
Total	219	N/A	219	100.0%

Undergraduate Majors

- ❖ Mass Communication (090102)

ENROLLMENT BY DEGREE STATUS

Status	Und. Grad.	Master's	PhD	Total	%
Full-time	208	N/A	N/A	208	95.0%
Part-time	11	N/A	N/A	11	5.0%
Total	219	N/A	N/A	219	100.0%

FIRST-TIME FULL-TIME FRESHMAN

Fall 2018	Fall 2017	Fall 2016	Fall 2015	Fall 2014
49	44	31	40	29

1ST TO 2ND YEAR RETENTION BY MAJOR

Major	Fall 2017 Cohort	Retained Fall 2018							
		Total Retained	%	Same Major	%	Major Changed	%	No Show	%
Mass Communication	44	30	68.2	27	61.4	3	21.1	14	31.8

COMPLETERS 2017-2018 BY LEVEL

Undergraduate	Master's	PhD	Total
31	N/A	N/A	31