

Table # 1 – One-year retention rate in the degree program for FTFT students (first-time, full-time)

Program	20-1S a 21-1S	21-1S a 22-1S	22-1S a 23-1S	23-1S a 24-1S	24-1Sa 25-1S	25-1S a 26-1S al 8.21.2026 **
Audiovisual and Film Production				87.20%	83.20%	87.27%
Digital Production	74.00%	71.00%	83.50%			
Journalism	65.70%	87.00%	81.80%	83.90%	94.30%	84.21%
Strategic Communication				76.20%	85.50%	86.21%
Advertising	79.70%	73.90%	86.10%			
Public Relations						

* In 2020, the Public Relations and Advertising programs were revised and transformed into the Bachelor's Degree in Strategic Communication. The Bachelor's Degree in Digital Production was revised and transformed into the Bachelor's Degree in Audiovisual Production and Film.

** Data updated as of August 21, 2026.

Table # 2 – Total Degrees Conferred as of June by Program

Program	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26
Audiovisual and Film Production			2	29	51	56
Digital Production	74	82	60	46	6	1
Journalism	47	34	61	39	45	29
Strategic Communication			1	26	45	43
Advertising	22	35	31	19	3	0
Public Relations	31	26	33	11	0	1

* In 2020, the Public Relations and Advertising programs were revised and transformed into the Bachelor's Degree in Strategic Communication. The Bachelor's Degree in Digital Production was revised and transformed into the Bachelor's Degree in Audiovisual Production and Film.