

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	24-1S a 25-1S
Audiovisual and Film Production				87.20%	83.20%
Digital Production*	74.00%	71.00%	83.50%		
Journalism	65.70%	87.00%	81.80%	83.90%	94.30%
Strategic Communication				76.20%	85.50%
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.

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

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

* 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.