

# THE UNIVERSITY OF ALABAMA®

## College of Communication and Information Sciences First Destination Report Undergraduate Class – December 2016

Summary	
Graduates	169
Responses	110
Knowledge Rate	65%
<b>Career Outcome Rate</b>	<b>79%</b>
Full-Time	> 65%
Part-Time	5%
Continuing Education	> 8%
Military Service	0%
Volunteer Service	0%
<b>Still Seeking</b>	<b>&lt; 21%</b>

### Knowledge Rate and Career Outcome Rate by Major

Major	Knowledge Rate	Career Outcome Rate (Percentage Placed)
Advertising	60%	64%
Communication Studies	76%	88%
Journalism	71%	91%
Public Relations	65%	85%
Telecommunication and Film	58%	68%
<b>Total for College of C&amp;IS</b>	<b>65%</b>	<b>79%</b>

### Full Time Salary by Major

Major	Median Starting Salary	Average Starting Salary	Salary Range
Advertising	**	**	**
Communication Studies	\$40,000	\$42,120	\$21,840 - \$60,000
Journalism	**	**	**
Public Relations	\$35,000	\$35,680	\$20,800 - \$70,000
Telecommunication and Film	**	**	**
<b>Total for College of C&amp;IS</b>	<b>\$35,000</b>	<b>\$36,853</b>	<b>\$20,800 - \$70,000</b>

#### Notes:

1. Data represents information collected beginning at graduation and continuing 6 months post-graduation. The term “knowledge rate” refers to the percent of graduates for which the institution has reasonable and verifiable information concerning the graduates’ post-graduation career activities. This information comes from the graduates via survey. Relevant data may also be provided by secondary sources.
2. Career Outcome rate includes full-time employed, part-time employed, continuing education, volunteer service, and military service.

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3. Still Seeking rate includes those that indicated that they are seeking employment or that they are seeking to continue their education but have yet to enroll.
4. Percentages are rounded to the nearest percentage point.  
\*\* Indicates that population and/or sample size is insufficient to report.