

THE UNIVERSITY OF ALABAMA®

College of Communication and Information Sciences First Destination Report Undergraduate Class – May 2017

Summary	
Graduates	426
Responses	327
Knowledge Rate	77%
Career Outcome Rate	90%
Full-Time	> 69%
Part-Time	> 7%
Continuing Education	> 12%
Military Service	0%
Volunteer Service	< 1%
Still Seeking	> 10%

Knowledge Rate and Career Outcome Rate by Major

Major	Knowledge Rate	Career Outcome Rate (Percentage Placed)
Advertising	73%	85%
Communication Studies	80%	92%
Journalism	80%	88%
Public Relations	78%	94%
Telecommunication and Film	71%	81%
Total for College of C&IS	77%	90%

Full Time Salary by Major

Major	Median Starting Salary	Average Starting Salary	Salary Range
Advertising	\$37,500	\$39,785	\$30,000 - \$50,000
Communication Studies	\$35,720	\$37,860	\$26,998 - \$53,000
Journalism	\$25,000	\$28,006	\$24,000 - \$37,000
Public Relations	\$36,680	\$38,098	\$15,080 - \$65,000
Telecommunication and Film	\$39,998	\$39,444	\$25,000 - \$57,000
Total for College of C&IS	\$35,180	\$37,332	\$15,080 - \$65,000

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.