



Degree Outcomes for the Undergraduate Class of 2024

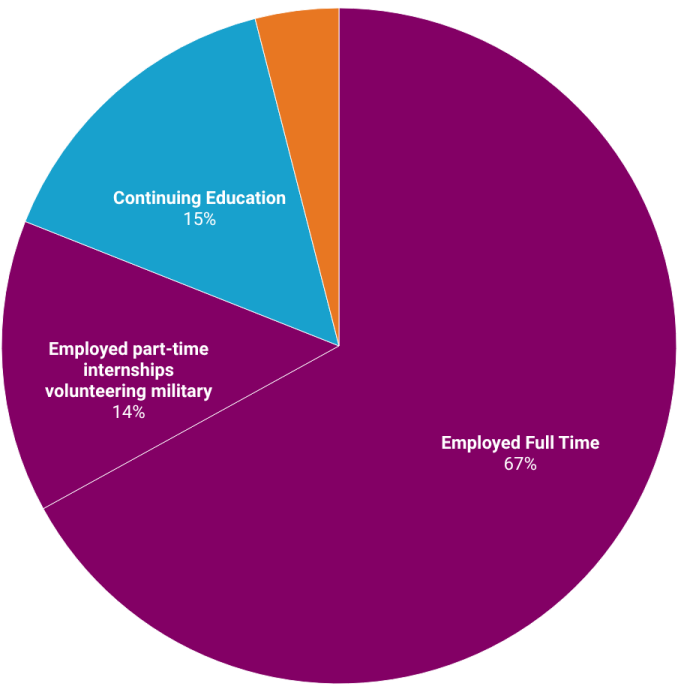
Based on the most recent survey completed at the end of 2024, **96%** of College of Communication undergraduate degree recipients found their path within six months of graduation, reporting themselves as settled into employment, graduate or professional school, or other chosen activity.

Knowledge Rate = 77% (456 out of 594 COM undergraduate student degree recipients)

Among All College of Communication 2024 Graduates

96% Settled 96% Settled (undergraduate degree recipients who are reporting themselves as settled in employment, graduate or professional school, or other chosen activity) Knowledge Rate = 77% (456 of our 596 graduates)

- Employed Full Time
- Employed part-time internships volunteering military
- Continuing Education
- Still Seeking



*Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.
Created with Datawrapper*

2024 College of Communication Undergraduate Degree Recipients:

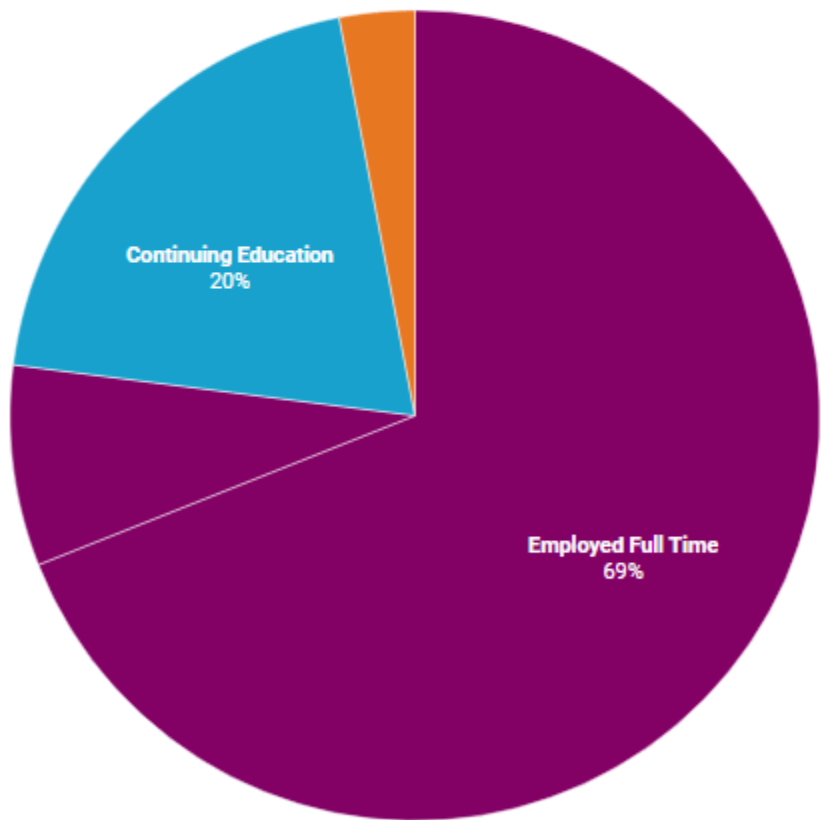
96% Settled: 67% Employed Full Time, 14% Employed part-time internships volunteering military, 15% Continuing Education, 4% Still Seeking



Among All Advertising 2024 Graduates

97% Settled (undergraduate degree recipients who are reporting themselves as settled in employment, graduate or professional school, or other chosen activity) Knowledge Rate = 69% (132 of our 171 graduates)

- Employed Full Time
- Employed part-time internships volunteering military
- Continuing Education
- Still Seeking



Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.

[Get the data](#) • Created with [Datawrapper](#)

2024 Advertising Undergraduate Degree Recipients:

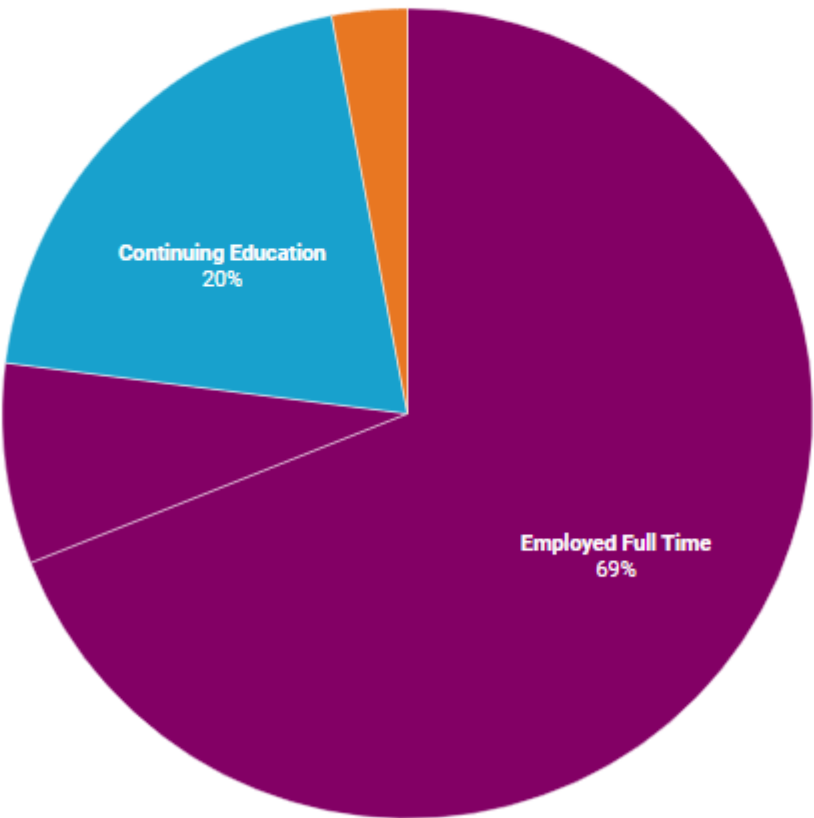
97% Settled: 69% Employed, 8% Employed part-time internships volunteering military 20% Continuing Education, 3% Still Seeking



Among All Public Relations 2024 Graduates

97% Settled (undergraduate degree recipients who are reporting themselves as settled in employment, graduate or professional school, or other chosen activity) Knowledge Rate = 69% (103 of 128 graduates)

- Employed Full Time
- Employed part-time internships volunteering military
- Continuing Education
- Still Seeking



Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.

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2024 Public Relations Undergraduate Degree Recipients:

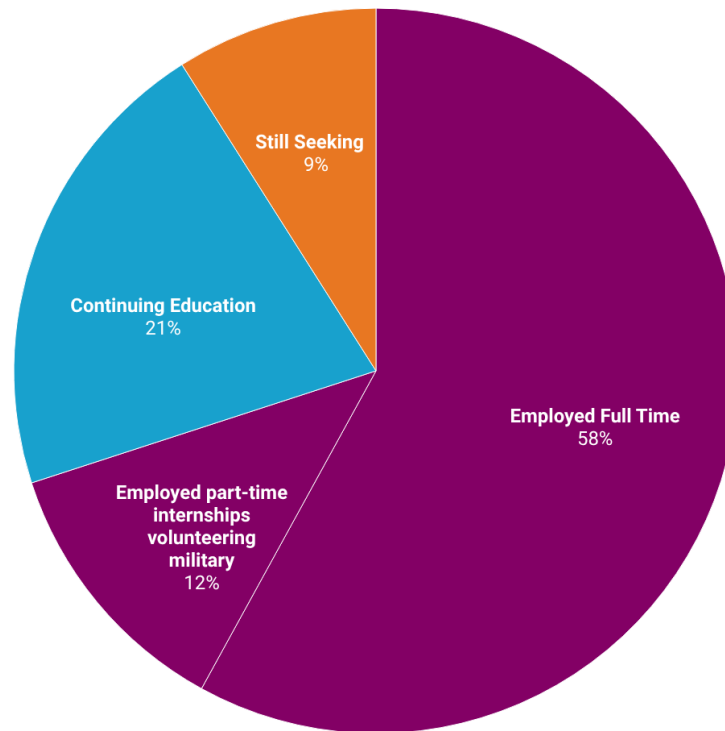
97% Settled: 69% Employed, 8% Employed part-time internships volunteering military 20% Continuing Education, 3% Still Seeking



Among All Media Science 2024 Graduates

91% Settled (undergraduate degree recipients who are reporting themselves as settled in employment, graduate or professional school, or other chosen activity) Knowledge Rate =58% (33 of 44 graduates)

- Employed Full Time
- Employed part-time internships volunteering military
- Continuing Education
- Still Seeking



Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.

Created with Datawrapper

2024 Media Science Undergraduate Degree Recipients:

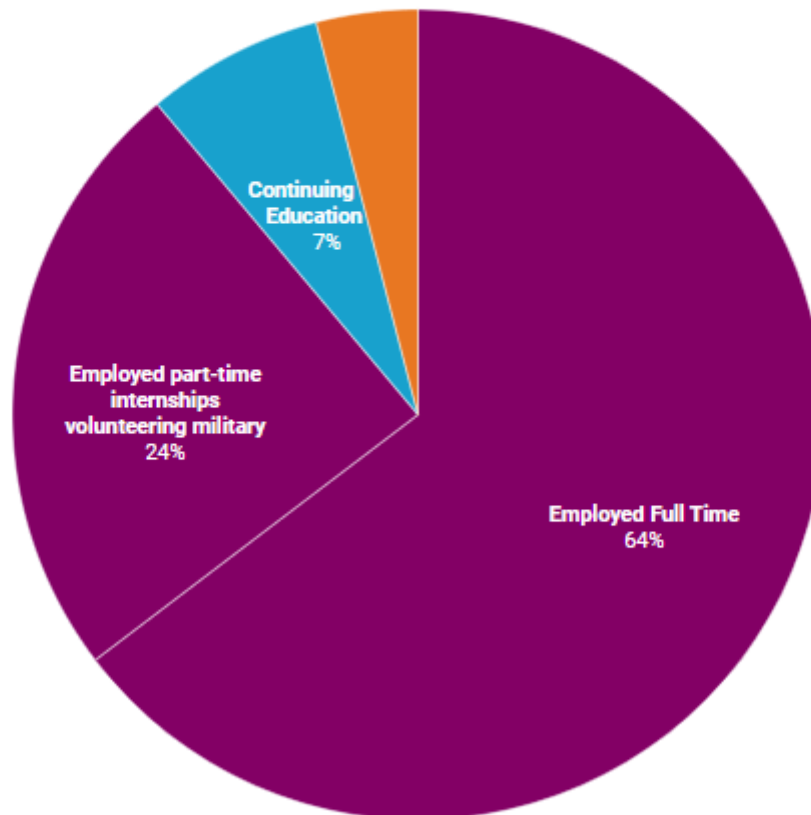
91% Settled: 58% Employed, 12% Employed part-time internships volunteering military 21% Continuing Education, 9% Still Seeking



Among All Film and TV 2024 Graduates

96% Settled (undergraduate degree recipients who are reporting themselves as settled in employment, graduate or professional school, or other chosen activity) Knowledge Rate = 71% (123 of our 596 graduates)

- Employed Full Time
- Employed part-time internships volunteering military
- Continuing Education
- Still Seeking



Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.

[Get the data](#) • Created with [Datawrapper](#)

2024 Film and TV Undergraduate Degree Recipients:

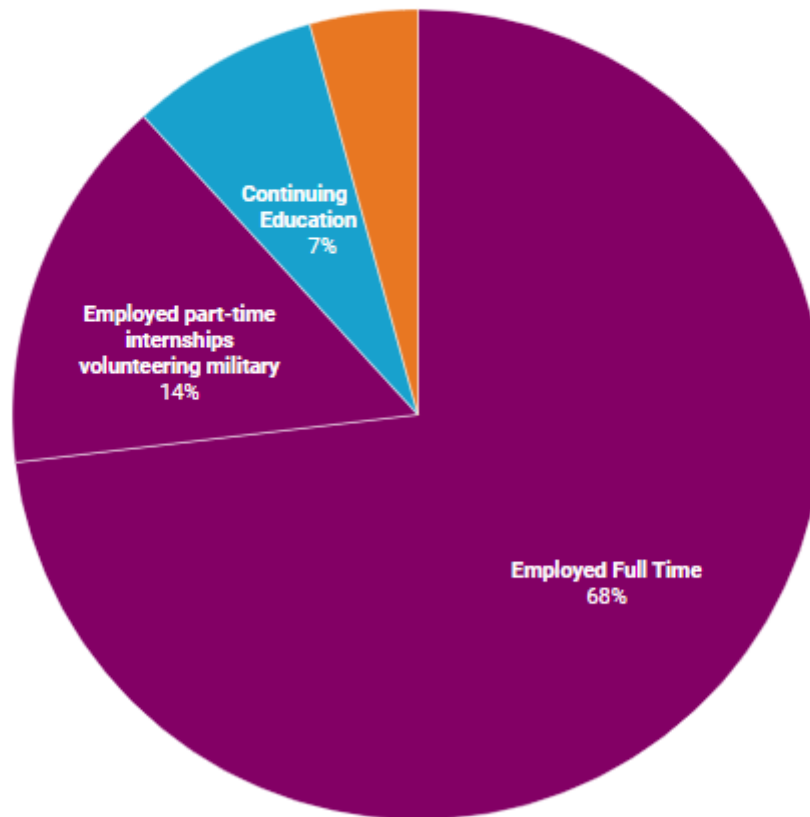
96% Settled: 64% Employed, 24% Employed part-time internships volunteering military 7% Continuing Education, 4% Still Seeking



Among All Journalism 2024 Graduates

96% Settled (undergraduate degree recipients who are reporting themselves as settled in employment, graduate or professional school, or other chosen activity) Knowledge Rate = 80% (71 of our 89 graduates)

- Employed Full Time
- Employed part-time internships volunteering military
- Continuing Education
- Still Seeking



Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.

[Get the data](#) • Created with [Datawrapper](#)

2024 Journalism Undergraduate Degree Recipients:

96% Settled: 68% Employed, 14% Employed part-time internships volunteering military 14% Continuing Education, 4% Still Seeking



Everything about First Destination Survey at BU

The First Destination Survey (FDS) is an annual survey that examines the initial landing spot for undergraduate alumni within their first six months of graduating from Boston University. Data are collected according to standards set by the National Association for Colleges and Employers (NACE) and contains information related to employment outcomes, starting salaries, continuing education, and more. For more information about this national survey, please visit the [NACE website](#).

Who is included in the survey?

The survey includes all bachelors degree recipients from Boston University. Each survey cycle includes graduates from the Summer II, Fall, and Spring terms. The class year is based on the Spring term. For example, the Class of 2024 includes graduates from Summer 2023, Fall 2023, and Spring 2024.

How long is the data collection process?

Data collection for a given class year goes on from Summer graduation until December 31st of the following year. For example, the Class of 2024 data collection process began in August 2023 and concluded on December 31st, 2024. This data collection period provides sufficient time for alumni to share information with us, update their LinkedIn profiles, etc.

When does First Destination data become available?

After the data collection period closes, data are validated, cleaned, and prepared for reporting. Data for a class year typically is available in Spring of the following year. For example, the Class of 2024 data became available in Spring 2025.

How does BU use First Destination data?

Data are used across campus for a variety of purposes, including but not limited to federal reporting, grant applications, accreditation, recruitment, campus planning, etc. Data from the First Destination Survey are always shared at an aggregated level, and never at the individually-identifiable level.