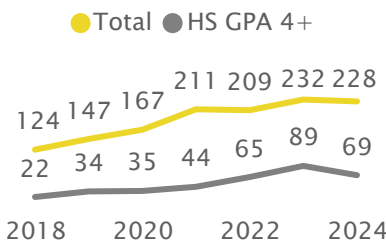


# Media And Cultural Studies

Updated September 2025

## Admission Profile (CA Residents, Excludes UC Referrals)

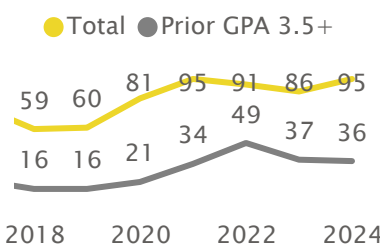
### Frosh Applications



### Frosh Ratios

| Fall | Admit % | Yield % |
|------|---------|---------|
| 2021 | 66%     | 23%     |
| 2022 | 68%     | 14%     |
| 2023 | 78%     | 18%     |
| 2024 | 80%     | 11%     |
| Avg. | 73%     | 16%     |

### Transfer Applications

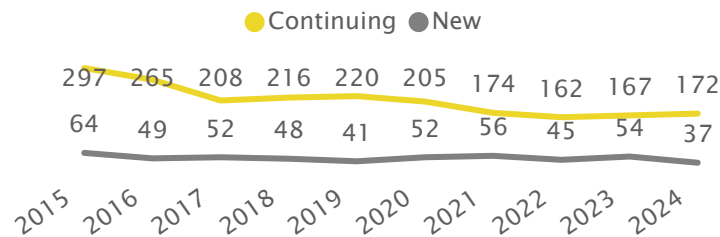


### Transfer Ratios

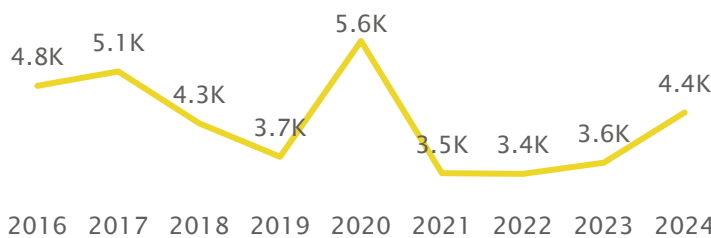
| Fall | Admit % | Yield % |
|------|---------|---------|
| 2021 | 86%     | 26%     |
| 2022 | 85%     | 16%     |
| 2023 | 77%     | 17%     |
| 2024 | 82%     | 17%     |
| Avg. | 83%     | 19%     |

## Fall Enrollment

### Headcount of Majors

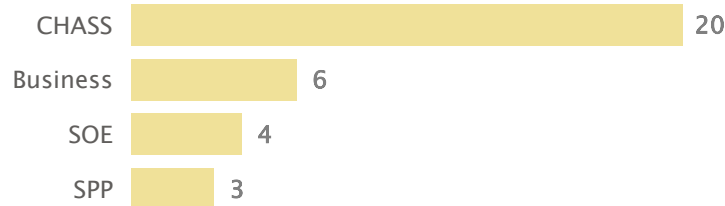


### Undergraduate Credit Hours Taught in the Department



## Major Migrations (Frosh Cohorts from 2015 to 2019 Who Graduated within 6 Years)

### Destination of Graduates Who Left This Major

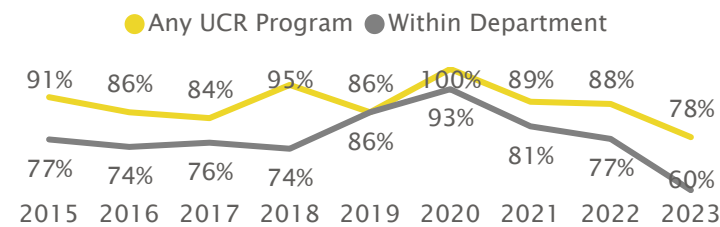


### Source of Graduates Who Changed into This Major

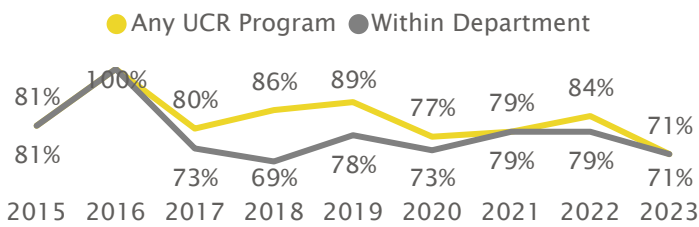


## Entering Cohort 1-Year Retention (Fall-to-Fall Persistence, Includes Full- and Part-Time Entrants)

### Frosh Retention

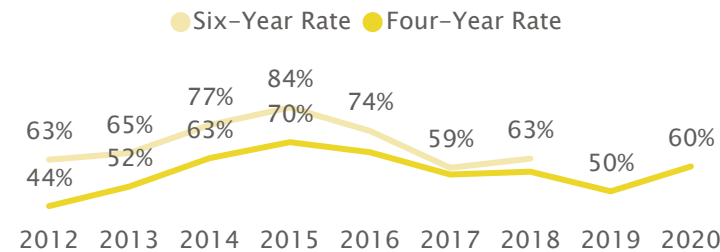


### Transfer Retention

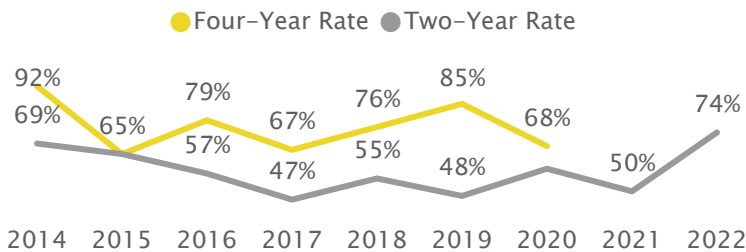


## Entering Cohort Graduation (Finished Any Program at UCR)

### Frosh Graduation



### Transfer Graduation



## Notes and definitions

Major counts include dual majors. Credit hours here are not identical to the formula used for the campus budget model, but do include cross-listed enrollment of courses based in this department. Other definitions here also differ from those used in public reports. Related majors such as BS+MS or BA and BS versions are combined here.