Communication, BA

ASCOMMBA

You will learn to do far more in this program than give a speech or two in front of your peers. This program equips you with the skills to convey complex ideas clearly and effectively through speaking and writing.

Program Description

The BA program in communication offered at ASU's West campus is a broad-based program that trains individuals to speak and write competently, manage relationships well, problem-solve effectively and understand the role and function of communication in public forums, organizational settings, relational exchanges and intercultural situations.

The curriculum provides an extensive understanding of the practical, theoretical and professional nuances of today's field of communication. Utilizing the nationally recognized CommLabASU, students perform in-depth study of what contributes to and detracts from effective human communication, recognizing that the art of communication is far more nuanced than simple speaking and writing prowess.

Students may pursue one or more focus areas to amplify their academic and professional preparation in specific contexts, including public relations, risk and strategic communication; media, culture and social technology; communication training and mentoring; sport communication; and dialogue, relationships and communities.

This major is eligible for the Western Undergraduate Exchange program at the following location: West campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150 percent of Arizona resident tuition plus all applicable fees. Students should click the link for more information and eligibility requirements of the WUE program.

At a Glance

- **College/School:** New College of Interdisciplinary Arts and Sciences
- **Location:** West campus WUE, ASU@Lake Havasu
Required Courses (Major Map)

2019 - 2020 Major Map
Major Map (Archives)

Accelerated Program Options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Communication Studies, MA
- Global Management, MGM
- Interdisciplinary Studies, MA
- Social Justice and Human Rights, MA

Acceptance to the graduate program requires a separate application. During their junior year, eligible students will be advised by their academic departments to apply.

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission

Change of Major Requirements

A current ASU student has no additional requirements for changing majors.

Students should refer to https://changingmajors.asu.edu/request for information about how to change a major to this program.
Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st-century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

Career Opportunities

The Bachelor of Arts in communication prepares students for careers in social media and technology, global communication, public relations and strategic communications, risk and crisis communication, communication training, and mentoring, sport communication and communication philosophy. Because communication skills are crucial to many professions, graduates work in a variety of fields, including:

- advertising
- customer service and customer relations
- education
- fundraising
- health and human services
- human resources
- international service
- legal professions
- lobbying
- management
- marketing
• media and public relations
• mediation
• ministry
• public administration
• public advocacy
• public office
• research
• sales
• social media design and implementation
• speech writing
• training and development

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Programs Specialist</td>
<td>6.0%</td>
<td>$44,400</td>
</tr>
<tr>
<td>Lawyer</td>
<td>8.2%</td>
<td>$119,250</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>5.5%</td>
<td>$106,130</td>
</tr>
<tr>
<td>Mediator</td>
<td>10.4%</td>
<td>$60,670</td>
</tr>
<tr>
<td>Politician</td>
<td>7.1%</td>
<td>$25,630</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>9.9%</td>
<td>$47,900</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>10.4%</td>
<td>$111,280</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>8.8%</td>
<td>$59,300</td>
</tr>
<tr>
<td>Religious Leader</td>
<td>8.2%</td>
<td>$47,100</td>
</tr>
<tr>
<td>Technical Writer</td>
<td>11.0%</td>
<td>$70,930</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook ☀ Green Occupation

Contact Information

School of Social and Behavioral Sciences | FAB N100
sbsadvising@asu.edu | 602-543-3000