Communication, BA

ASCOMMBA

Program Description

The communication program offered at ASU’s West campus prepares students to do far more than give a speech or two in front of their peers. It provides an extensive understanding of the practical, theoretical and professional nuances of today’s field of communication, designed to equip students with the skills needed to convey complex ideas clearly and effectively through both the spoken and written word.

Utilizing the nationally recognized Communication Assessment Learning Lab, this program trains and prepares students for in-depth study into 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.

With focuses like conflict resolution, social media and technology, global communication, communication philosophy, and risk and crisis communication, this communication program leads the way to an ever-increasing landscape of employment choices. Career options for those who complete this program are vast.

This major is eligible for the Western Undergraduate Exchange (WUE) 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. See more information and eligibility requirements on the Western Undergraduate Exchange (WUE) program.

At a Glance

- **College/School:** New College of Interdisciplinary Arts and Sciences
- **Location:** West campus [WUE](#), ASU@Lake Havasu
- **Additional Program Fee:** No
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General

---

**Required Courses (Major Map)**

2018 - 2019 Major Map
Major Map (Archives)

---

**Accelerated Degrees**

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
- 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://students.asu.edu/changingmajors](https://students.asu.edu/changingmajors) for information about how to change a major to this program.

---

**Transfer Agreements**

ASU has partnered with colleges and universities in Arizona, California, Illinois and Washington to provide transfer curriculum pathways. Students should select their current institution to see if there is a partnership.
agreement between the institution and ASU for this degree program. Students who do not see their state or institution listed should check back as ASU is always working on creating new partnerships.

Transfer from a Maricopa Community College in Arizona

Select a college
- Chandler-Gilbert Community College
- Estrella Mountain Community College
- GateWay Community College
- Glendale Community College
- Mesa Community College
- Paradise Valley Community College
- Phoenix College
- Rio Salado College
- Scottsdale Community College
- South Mountain Community College

Transfer from an Arizona Community College

Select a college
- Arizona Western College
- Central Arizona College
- Cochise College
- Coconino Community College
- Dine College
- Eastern Arizona College
- Gila Community College
- Mohave Community College
- Northland Pioneer College
- Pima Community College
- Tohono O'odham Community College
- Yavapai College

Transfer from another state

Select a state
- California
- Illinois
- Washington
- Another state

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 is a broadly-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. Because these skills are crucial to many professions, communication 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>CEO</td>
<td></td>
<td>$183,270</td>
</tr>
<tr>
<td>Occupation</td>
<td>Change</td>
<td>Salary</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>--------</td>
<td>--------------</td>
</tr>
<tr>
<td>Certified Health Education Specialist (CHES)</td>
<td>14.5%</td>
<td>$53,940</td>
</tr>
<tr>
<td>Communication Professor</td>
<td>10.0%</td>
<td>$66,510</td>
</tr>
<tr>
<td>Compliance Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Copy Writer</td>
<td>7.6%</td>
<td>$61,820</td>
</tr>
<tr>
<td>Disc Jockey (DJ)</td>
<td>2.5%</td>
<td>$28,440</td>
</tr>
<tr>
<td>Editor</td>
<td></td>
<td>$58,770</td>
</tr>
<tr>
<td>Entertainer</td>
<td>8.1%</td>
<td>*</td>
</tr>
<tr>
<td>Freelance Writer</td>
<td>7.6%</td>
<td>$61,820</td>
</tr>
<tr>
<td>Green Marketer</td>
<td>5.5%</td>
<td>$106,130</td>
</tr>
<tr>
<td>Industrial Designer</td>
<td>4.4%</td>
<td>$65,970</td>
</tr>
<tr>
<td>Investment Fund Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Librarian</td>
<td>8.9%</td>
<td>$58,520</td>
</tr>
<tr>
<td>Library Science Professor</td>
<td>9.0%</td>
<td>$70,940</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>5.5%</td>
<td>$106,130</td>
</tr>
<tr>
<td>News Director</td>
<td></td>
<td>$62,910</td>
</tr>
<tr>
<td>News Reporter</td>
<td></td>
<td>$39,370</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>Regulatory Affairs Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Security Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Social Services Director</td>
<td>18.0%</td>
<td>$64,100</td>
</tr>
<tr>
<td>Store Security Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Talent Agent</td>
<td>4.7%</td>
<td>$64,940</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