Communication, BS

ASCOMMBS

Effective communication is essential for nearly any human endeavor. Your ability to convey ideas, share opinions and influence behavior are critical skills that directly affect professional and personal lives. This degree prepares you to communicate successfully with various audiences across a variety of settings.

Program Description

The communication program 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 distinctions of today's field of communication and equips students with the skills needed to convey complex ideas clearly and effectively through both the spoken and written word.

In the nationally recognized CommLabASU, 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.

Students may pursue one or more focus areas that are designed 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; dialogue, relationships and communities; and sport communication.

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% 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
Required Courses (Major Map)

2021 - 2022 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
- Interdisciplinary Studies, MA
- Social Justice and Human Rights, MA

Acceptance to the graduate program requires a separate application. During their junior year, eligible students are 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://changemajor.app.asu.edu 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 MyPath2ASU™ 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
Communication students gain intercultural experience through tailored study abroad programs. Students improve language and cross-cultural skills for effective communication, develop critical teamwork and problem-solving skills and expand their knowledge of the liberal arts through lenses of different cultures. There are opportunities for study across the globe, including in Australia, the United Kingdom and a semester at sea. https://goglobal.asu.edu/

Career Opportunities

Graduates are trained in effective communication skills, are able to speak and write well, and can convey complex ideas effectively. They are prepared for employment in communication-intensive fields and for further graduate study. Graduates are prepared to perform various forms of data analysis, communication assessment and technical reporting, and they are prepared for graduate study in the social sciences, law, humanities and management. Graduates work in communications-intensive fields such as:

- advertising
- community education
- corporate communications
- crisis management
- customer service and customer relations
- health communication
- human resources management
- media and public relations
- new media
- social media
- 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>Employee Training Manager</td>
<td>7.3%</td>
<td>$115,640</td>
</tr>
<tr>
<td>Human Resources Manager</td>
<td>6.3%</td>
<td>$121,220</td>
</tr>
<tr>
<td>Occupation</td>
<td>Change</td>
<td>Salary</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>--------</td>
<td>----------</td>
</tr>
<tr>
<td>Lawyer</td>
<td>4.0%</td>
<td>$126,930</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td></td>
<td>$133,460</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>6.7%</td>
<td>$142,170</td>
</tr>
<tr>
<td>Mediator</td>
<td>7.7%</td>
<td>$66,130</td>
</tr>
<tr>
<td><strong>Public Relations Manager (PR Manager)</strong></td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>7.2%</td>
<td>$62,810</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>3.5%</td>
<td>$132,290</td>
</tr>
<tr>
<td>Technical Writer</td>
<td>7.4%</td>
<td>$74,650</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