Communication, BS

ASCOMMBS

Effective communication is essential for nearly any human endeavor, and as more communication is conducted through digital channels the nuance of interpersonal engagement becomes even more valuable. The ability to persuasively convey ideas, share opinions and influence behavior is a critical skill in both professional and personal realms.

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 nuances 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 utilizing 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

- **College/School:** New College of Interdisciplinary Arts and Sciences
• **Location:** West campus, 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)

2020 - 2021 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 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](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

Graduates of the communication program 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
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>
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<tr>
<td>Mediator</td>
<td>10.4%</td>
<td>$60,670</td>
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<td>Politician</td>
<td>7.1%</td>
<td>$25,630</td>
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<td>Production Assistant</td>
<td>9.9%</td>
<td>$47,900</td>
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<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>10.4%</td>
<td>$111,280</td>
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<tr>
<td>Public Relations Specialist</td>
<td>8.8%</td>
<td>$59,300</td>
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<tr>
<td>Religious Leader</td>
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<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

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