Business (Communication), BA

BABUSCBA

Program Description

The BA in business with a concentration in communication is an innovative, transdisciplinary program intended to prepare students for positions in a variety of professions in which business and communication play an important role in ensuring success. Students in this program complete rigorous courses within the communication concentration in addition to the skill and core courses required of all W. P. Carey School of Business majors. Graduates have specific knowledge of business practices and the capacity to effectively communicate complex business information.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Polytechnic campus, Tempe campus, West campus, ASU@Lake Havasu or online
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **Math Intensity:** Moderate

Required Courses (Major Map)

2019 - 2020 Major Map (On-campus)
2019 - 2020 Major Map (Online)
Major Map (Archives)

Accelerated Program Options
This program allows students to choose either a 2.5- or a 3-year path while participating in the same high-quality educational experience of a 4-year option. Students can opt to fast-track their studies after acceptance into a participating program by connecting with their academic advisor. Fast track options appear at the top of the major map.

This program also 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:

Global Management, MGM

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.

Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: Students must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements:

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be prompted in My ASU to select a new major.
Change of Major Requirements

Students should visit the following W. P. Carey website, https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors, to determine if they meet change of major requirements.

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

Attend Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

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/

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in communication:
https://mystudyabroad.asu.edu/students/major/wp-carey/business-communication.
Career Opportunities

Business communication has exploded as a distinct professional field as companies require rapid and considered responses, from conveying ordinary information to crisis communications. Historically, these positions have been staffed with people trained in communication, English, journalism or other fields but who lack specific business knowledge. Graduates of this program will be qualified to enter these positions with knowledge that will be immediately useful to potential employers while advancing their careers.

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>Business Analyst</td>
<td>14.3%</td>
<td>$82,450</td>
</tr>
<tr>
<td>Employee Training Manager</td>
<td>10.3%</td>
<td>$108,250</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
<tr>
<td>Inside Sales Manager</td>
<td>4.9%</td>
<td>$71,650</td>
</tr>
<tr>
<td>Office Manager</td>
<td>10.1%</td>
<td>$94,020</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>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
</tr>
<tr>
<td>Social Services Director</td>
<td>18.0%</td>
<td>$64,100</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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