Program Description

The BA in business with a concentration in communication is an innovative, transdisciplinary program that prepares 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
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

- 2020 - 2021 Major Map (On-campus)
- 2020 - 2021 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 (Creative Industries and Design Thinking), MGM
- Global Management (Digital Audience Strategy), MGM
- Global Management (Global Affairs), MGM
- Global Management (Global Business), MGM
- Global Management (Global Development and Innovation), MGM
- Global Management (Global Digital Transformation), MGM
- Global Management (Global Entrepreneurship), MGM
- Global Management (Global Health Care Delivery), MGM
- Global Management (Global Legal Studies), MGM
- Global Management (Integrated Health Care), MGM
- Global Management (Nonprofit Leadership and Management), MGM
- Global Management (Public Administration), MGM
- Global Management (Public Policy), MGM
- Global Management (Sustainability Solutions), MGM
- Global Management (Sustainable Tourism), MGM
- 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.

Freshman | Transfer | International | Readmission

**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 ready to change their major should submit their request through Advising SOS: http://wpcarey.asu.edu/sos.

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](https://admission.asu.edu/transfer/pathway-programs).

**Global Opportunities**

**Global Experience**

As globalization continues to impact the way business functions, study abroad programs provide experiences to set students apart in the job market. Students gain valuable skills employers seek, including communication skills, flexibility, motivation and a real-life perspective on business applications worldwide. Students can study abroad nearly anywhere in the world and participate in real world case studies in global business hubs like Germany, England, Singapore, China, the United Arab Emirates and many more.

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](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 are 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>Position</td>
<td>Change</td>
<td>Salary</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>--------</td>
<td>---------</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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