Business (Communication), BA

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)

2018 - 2019 Major Map (On-campus)
2018 - 2019 Major Map (Online)
Major Map (Archives)

Accelerated Degrees
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.

**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, https://wpcarey.asu.edu/sos.

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 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

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

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/

The W.P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in communication: http://links.asu.edu/SAO.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>Office Manager 🌟</td>
<td>10.1%</td>
<td>$94,020</td>
</tr>
<tr>
<td>Occupation</td>
<td>Growth Rate</td>
<td>Salary</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------------</td>
<td>----------</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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