Business Journalism, MS

ASU is no longer accepting new students to this program. Please explore Degree Search for other similar program options.

Whether covering news and events, launching corporate investigations, or analyzing financial documents, you will have valuable training unique to this segment of the communications landscape. Learn the business fundamentals crucial to reporting on the story behind every story.

Program Description

Degree Awarded: MS Business Journalism
The MS degree program in business journalism includes journalism and business coursework offered by the Walter Cronkite School of Journalism and Mass Communication and the W. P. Carey School of Business.

Students in this program benefit from cutting-edge curriculum designed to focus on key tenets of business and journalism. The program may be completed in as few as one and a half years.

At a Glance

- College/School: Walter Cronkite School of Journalism and Mass Comm

Degree Requirements

30 credit hours including the required applied project (MCO 593)
Required Core (27 credit hours)
ACC 501 Fundamentals of Financial Accounting (1.5)
ACC 504 Fundamentals of Managerial Accounting (1.5)
ECN 504 Fundamentals of Managerial Economics (3)
MCO 503 Media Law (3)
MCO 550 Issues in Coverage of Business and the Economy (3)
MCO 551 Better Business Reporting (3)
MCO 552 Data in Business Journalism (3)
MCO 556 Media Entrepreneurship (3)
MGT 501 Fundamentals of Organization Behavior (3)
WPC 504 Fundamentals of Statistics for Managers (3)

Culminating Experience (3 credit hours)
MCO 593 Applied Project (3)

Admission Requirements

Applicants must fulfill the requirements of both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in journalism, mass communication, public relations, business or a closely related field from a regionally accredited institution, and have some professional communications experience.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. personal statement
4. resume
5. proof of English proficiency

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. A TOEFL score of at least 100 on the internet-based test is required. Applicants can have these scores automatically submitted to ASU and the Cronkite School by using institution code 4007.
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.

Global Opportunities

Global Experience
Study abroad is possible for graduate students, with more than 50 program opportunities spanning six continents. Faculty-directed programs tend to be the best fit for graduate students; taking courses over the summer or during academic breaks with ASU professors offers close mentorship and professional network growth in many fields of study while earning ASU credit. Exchange program participation is also possible with careful planning. https://mystudyabroad.asu.edu/students/graduate-students

Career Opportunities

The Master of Science in business journalism program is designed to give journalists around the world a competitive edge in the globally expanding job market in business reporting and related fields.

Careers in this field include news reporter and news director.

Contact Information

Walter Cronkite School of Journalism and Mass Comm | CRONK 302
cronkitegrad@asu.edu | 602-496-5555