Explore different journalism career paths through unique courses and full-immersion, hands-on professional programs. As a graduate of this program, you will be fully prepared to launch a career in modern storytelling, journalism and communication.

**Program Description**

The BA program in journalism and mass communication at ASU’s Walter Cronkite School of Journalism and Mass Communication, widely regarded as one of the nation's premier journalism schools, is a highly professional, hands-on degree program that prepares students for careers in media and communications.

Through access to a world-class faculty of veteran and current journalists, and with prestigious internships and hands-on learning opportunities, undergraduate students learn the values and principles that have long formed the core of the journalism profession, and they master the highly specialized, practical skills needed to succeed in today's digital world.

Topics of study can include unique courses in digital media, broadcast news, innovation and entrepreneurship, audience engagement, public relations and Spanish-language news. The Cronkite School's full-immersion professional programs afford students the opportunity to gain experience in activities like hosting the evening news on AZ PBS and creating digital advertising campaigns.

High-performing students can apply to the school's accelerated bachelor's degree and master's degree program, which allows for the completion of both degrees in five years. They also can become part of ASU's Barrett, The Honors College.

---

**At a Glance**

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](https://www.asu.edu/cronkite)
- **Location:** [Downtown Phoenix campus](https://www.asu.edu/downtownphoenix)
• Additional Program Fee: Yes
• Second Language Requirement: Yes
• First Required Math Course: MAT 142 - College Mathematics
  or any MAT course that satisfies the math requirement
• Math Intensity: General

Required Courses (Major Map)

2021 - 2022 Major Map
 Concurrent Option
 Major Map (Archives)

Concurrent Program Options

Students can choose to create their own concurrent degree combination to match their interests by working with their academic advisor during or after their first semester of study. Some concurrent combinations are not possible due to high levels of overlap in curriculum; students should speak with their academic advisor for more details.

This degree is also offered as a concurrent program with an integrated major map with the following:

- Geography (Meteorology-Climatology), BS
- Graphic Information Technology, BS
- Transborder Chicana/o and Latina/o Studies (Media and Expressive Culture), BA
- Transborder Chicana/o and Latina/o Studies (Transborder Community Development and Health), BA
- Transborder Chicana/o and Latina/o Studies (US and Mexican Regional Immigration Policy and Economy), BA

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:

- Master of Mass Communication, MMC
- Sports Journalism, MA

Acceptance to the graduate program requires a separate application. During their junior year, eligible students are 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:

The Bachelor of Arts in journalism and mass communication degree program has higher admission requirements. Students should select a second choice major on the application. All applications are reviewed by the school. Those who are not admitted to the Cronkite School are, if eligible, admitted to their second choice of major.

Freshman applicants must meet all of the following standards:

1. a cumulative ABOR GPA of 3.00 (4.00 = "A") or a score of 22 on the ACT (24 for nonresidents) or a score of 1120 on the SAT (1180 for nonresidents), and
2. no high school English competency deficiencies

Concurrent degree admission requirements:
Freshman applicants must meet all of the following standards:

1. minimum ABOR GPA of 3.75
2. no English competency deficiencies
3. 1040 SAT Reasoning if taken before March 2016 or 1120 SAT Reasoning if taken after March 2016 or 22 ACT score

Transfer Admission Requirements:

Transfer students (classified as those with 12 or more transfer credit hours after high school graduation) are required to have a cumulative transfer GPA of 3.00 or higher and no English competency deficiencies.

Transfer students with 24 or more transferable credit hours after high school graduation are required to have a cumulative transfer GPA of 3.00 or higher.

Transfer students should contact the school for additional steps after admission to ASU.

For more information regarding transfer admission, students should visit https://cronkite.asu.edu/degree-programs/admissions/transfer-students.

Concurrent degree admission requirements:
Transfer students must have a minimum cumulative GPA of 3.00 from a transfer institution.

Change of Major Requirements
ASU students who would like to change their major to journalism and mass communication must have a minimum cumulative GPA of 3.00 in 12 or more credit hours of ASU courses that can be used to satisfy the Cronkite School's nonelective General Studies requirements. The course MCO 120 Media and Society, SB, an introductory course for nonmajors, can count in place of JMC 110 Principles and History of Journalism, SB.

Students should refer to https://changemajor.apps.asu.edu 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 MyPath2ASU™ 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**

As the world grows more connected, an understanding of other cultures and places is imperative. Studying abroad exposes students to diverse opinions, new and challenging situations, and opportunities to explore a new country.

Journalism students are offered highly specialized programs that provide the classes and experiences they need, whether covering the Olympics or spending an entire semester abroad. An international experience on a resume can help a candidate stand out in a competitive field. https://goglobal.asu.edu/

**Career Opportunities**

Graduates are prepared for a wide assortment of careers with the hands-on training they received in the program as well as in real, professional newsroom experiences.

Popular industries include:

- corporate and business communication
- digital media
- international news
- radio
Graduates are competitive candidates for many roles including these:

- audience engagement specialist
- copy editor
- director
- magazine writer
- news anchor
- news reporter
- producer
- radio host
- videographer

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>Editor</td>
<td></td>
<td>$63,400</td>
</tr>
<tr>
<td><strong>Executive Producer</strong></td>
<td>10.0%</td>
<td>$76,400</td>
</tr>
<tr>
<td>Film Editor</td>
<td>21.6%</td>
<td>$67,250</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td></td>
<td>$133,460</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>6.7%</td>
<td>$142,170</td>
</tr>
<tr>
<td>News Anchor</td>
<td></td>
<td>$36,770</td>
</tr>
<tr>
<td>News Reporter</td>
<td></td>
<td>$49,300</td>
</tr>
<tr>
<td>Photographer</td>
<td></td>
<td>$41,280</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>8.1%</td>
<td>$49,730</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>7.2%</td>
<td>$62,810</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**

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