Journalism and Mass Communication, BA

CSJMCBA

Join one of the nation's top journalism schools, home to Arizona PBS, the largest media outlet in the world operated by a journalism school. You will work with world-class faculty in a variety of hands-on experiences, including digital media, broadcast news, innovation and entrepreneurship, audience engagement, public relations, and Spanish-language news.

Program Description

The BA 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.

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.

High-performing students can apply to the school's accelerated bachelor's degree and master's degree program, which allow 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 & Mass Comm
- **Location:** Downtown Phoenix campus
- **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)

2019 - 2020 Major Map
Concurrent Option
Major Map (Archives)

Concurrent Degree Options

This degree is also offered as concurrent degree program with:

- 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 Degree 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 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:

The Bachelor of Arts in journalism and mass communication degree program has higher admission requirements and an application deadline of June 1 for fall. Students should select a second choice major on
the application. All applicants will be reviewed by the school. Those who are not admitted to the Cronkite School will, if eligible, be admitted to their second choice major.

Freshman applicants must meet all of the following standards:

1. have a 3.00 (4.00 = "A") ABOR GPA
2. have no English competency deficiencies
3. 1120 SAT Reasoning or 22 ACT score

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

1. 3.75 minimum ABOR GPA
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 (with 12 or more transfer 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 should contact the school for additional steps after admission to ASU. For more information regarding transfer admission see [http://cronkite.asu.edu/undergrad/xfer_major_change.php](http://cronkite.asu.edu/undergrad/xfer_major_change.php).

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

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**Change of Major Requirements**

ASU students who would like to change their majors to journalism and mass communication must have at least a 3.00 cumulative GPA in 12 or more credit hours of ASU courses that can be used to satisfy the Cronkite School’s non-elective General Studies requirements. The course MCO 120 Media and Society, SB (3), an introductory course for non-majors, can count in place of JMC 110 Principles and History of Journalism, SB (3).

Students should refer to [https://changingmajors.asu.edu/request](https://changingmajors.asu.edu/request) 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 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 more than 250 programs in more than 65 countries, 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

Career Opportunities

Graduates of the Walter Cronkite School of Journalism and Mass Communication work in the following areas:

• corporate and business communication
• digital media
• international news and information outlets
• magazines
• media start-ups
• national, regional and local newspapers
• national, regional and local television
• radio
• social media and analytics
• sports organizations
• strategic media and public relations
• technology companies
Positions include:

- audience engagement specialists
- copy editors
- data analytics specialists
- designers
- directors
- documentarians and film-makers
- foreign correspondents
- media editors and managers
- new product creation specialists
- photographers
- producers
- public relations specialists
- reporters
- social media specialists
- television anchors and announcers
- videographers
- visual journalists
- writers

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>$58,770</td>
</tr>
<tr>
<td>Film Editor ★</td>
<td>17.0%</td>
<td>$61,180</td>
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<tr>
<td>Marketing Associate</td>
<td>5.5%</td>
<td>$106,130</td>
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<tr>
<td>News Anchor</td>
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<tr>
<td>News Director</td>
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<td>News Reporter ✨</td>
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<td>Photographer</td>
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<td>Production Assistant ★</td>
<td>9.9%</td>
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<td>Public Relations Specialist ✨</td>
<td>8.8%</td>
<td>$59,300</td>
</tr>
<tr>
<td>Television Producer ★</td>
<td>12.2%</td>
<td>$71,620</td>
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</tbody>
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**Bright Outlook**  **Green Occupation**

**Contact Information**

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attencronkite@asu.edu | 602-496-5555