Journalism and Mass Communication, BA

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, one of the best journalism schools in the country, is a highly professional, hands-on degree program that prepares students for careers in media.

Undergraduate students at the journalism school 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 and start a career in journalism or mass communication.

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 can also 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
Required Courses (Major Map)

2018 - 2019 Major Map
Concurrent Option
Major Map (Archives)

Concurrent Degrees

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 Degrees

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.
Freshman | Transfer | International | Readmission

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. 1040 SAT Reasoning if taken before March 2016 or 1120 SAT Reasoning if taken after March 2016 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.

**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 nonelective General Studies requirements. The course MCO 120 Media and Society, SB (3), an introductory course for nonmajors, can count in place of JMC 110 Principles and History of Journalism, SB (3).
Students should refer to https://students.asu.edu/changingmajors for information about how to change their major to this program.

Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your 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. Learn more about these programs by visiting the Admissions site.

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/.

Career Opportunities

Walter Cronkite School of Journalism and Mass Communication graduates work for:

- corporate and business communication divisions
- digital media content providers
- international news and information outlets
- magazines
- network news
- national and local newspapers, radio and television stations
- public relations firms
- social media and online content creators

Positions include:
• editors
• coders
• documentarians
• social media and online content creators
• data visualization experts
• media managers
• photojournalists
• producers
• reporters
• writers
• video journalists

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>Animator</td>
<td>8.4%</td>
<td>$70,530</td>
</tr>
<tr>
<td>Communication Professor</td>
<td>10.0%</td>
<td>$66,510</td>
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<tr>
<td>Copy Writer</td>
<td>7.6%</td>
<td>$61,820</td>
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<tr>
<td>Editor</td>
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<td>Film Editor</td>
<td>17.0%</td>
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<tr>
<td>Graphic Designer</td>
<td>4.2%</td>
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<tr>
<td>Green Marketer</td>
<td>5.5%</td>
<td>$106,130</td>
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<tr>
<td>Marketing Associate</td>
<td>5.5%</td>
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<tr>
<td>News Anchor</td>
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<td>News Director</td>
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<td>News Reporter</td>
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<tr>
<td>Photographer</td>
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<td>Production Assistant</td>
<td>9.9%</td>
<td>$47,900</td>
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<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>10.4%</td>
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<tr>
<td>Public Relations Specialist</td>
<td>8.8%</td>
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<td>Social Services Director</td>
<td>18.0%</td>
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<tr>
<td>Television Producer</td>
<td>12.2%</td>
<td>$71,620</td>
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</table>
Bright Outlook  Green Occupation

Contact Information

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