Mass Communication and Media Studies, BA

CSMCMSTBA

Explore media from all dimensions --- cultural, historical, political, economic, technological and legal --- at one of the nation's premier journalism schools. The online Bachelor of Arts in mass communication and media studies at ASU's Walter Cronkite School of Journalism and Mass Communication prepares you for a range of media careers and graduate studies.

Program Description

The online program for the BA in mass communication and media studies gives students a deep and nuanced understanding of the growing importance, power and influence of media around the world. The program explores global mass communication issues from all dimensions: societal, cultural, historical, political, economic, technological and legal.

At a Glance

- **College/School:** Walter Cronkite School of Journalism & Mass Comm
- **Location:** online
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **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 (Online)]
- [Major Map (Archives)]
Accelerated Program Options

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 |

Change of Major Requirements

A current ASU student has no additional requirements for changing majors.

Students should refer to https://changingmajors.asu.edu/request for information about how to change a major to this program.

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 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 (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

A sophisticated understanding of mass communication is a critical asset for careers in business, government, community and the nonprofit sectors. Graduates of the program have career opportunities with professional organizations, educational institutions, writing firms, publishing companies, political parties and candidates, government officials and others. Graduates of the bachelor's degree in mass communication and media studies are prepared to pursue graduate studies in fields such as law, medicine, the arts, education and journalism.

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>Communication Professor</td>
<td>10.0%</td>
<td>$66,510</td>
</tr>
<tr>
<td>Copy Writer</td>
<td>7.6%</td>
<td>$61,820</td>
</tr>
<tr>
<td>Editor</td>
<td></td>
<td>$58,770</td>
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<tr>
<td>Green Marketer</td>
<td>5.5%</td>
<td>$106,130</td>
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<tr>
<td>Production Assistant</td>
<td>9.9%</td>
<td>$47,900</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).

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