Mass Communication and Media Studies, BA

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 and the changing nature of media in 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: No
- 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)

2017 - 2018 Major Map (Online)
Major Map (Archives)

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://students.asu.edu/changingmajors for information about how to change the major to this program.

Attend Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year and accelerated 7.5 week classes. Applicants may view the program description and request more information here.

Transfer Agreements

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 will 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 also will be 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>9.7%</td>
<td>$62,550</td>
</tr>
<tr>
<td>Green Marketer 🌿</td>
<td>4.7%</td>
<td>$96,720</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>10.3%</td>
<td>$45,860</td>
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</tbody>
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* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).
Contact Information

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