Communication, BA

Understand, analyze and respond to communication problems and opportunities in interpersonal relationships, workplace teams, and community, civic and cultural groups. Gain strong foundations in the humanities and social sciences as you explore the complex role of human communication in everyday life.

Program Description

The BA in communication at ASU's Tempe campus focuses on how message processes create, maintain and transform identities, relationships, workplaces and communities. This program provides a culturally based liberal arts focus with a second language requirement. Such courses and activities will allow students to explore many fascinating questions, such as how messages can optimally advocate for a cause, sports team or organization; how people can communicate creatively in a variety of settings and styles; how valid messages differ from invalid messages; how and why cultural differences make communication difficult; and why some topics are difficult to discuss and consistently lead to conflict.

Through rigorous coursework and rewarding applied experiences, students gain effective communication skills that are highly sought by employers. Students learn to write and speak effectively and are able to convey complex ideas simply. They are prepared for employment in communication-intensive fields or for graduate study.

At a Glance

- College/School: The College of Liberal Arts and Sciences
- Location: Tempe campus
- Additional Program Fee: Yes
- Second Language Requirement: Yes
- First Required Math Course: MAT 142 - College Mathematics
- Math Intensity: General
Required Courses (Major Map)

2019 - 2020 Major Map
Major Map (Archives)

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

Additional Requirements:

Students who have attended ASU in the past and are returning to the university with transfer credit must have a minimum 2.00 ASU cumulative GPA in order to be admitted into the Hugh Downs School of Human Communication.

Transfer Admission Requirements:

Students who are transferring into ASU must meet current university admission requirements.

Change of Major Requirements

Current ASU students who would like to change their major to Communication must have at least a 2.00 cumulative GPA.

Students should refer to 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 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/

The College of Liberal Arts and Sciences recommends the following study abroad programs for students majoring in communication: http://links.asu.edu/SAO.communication.

Career Opportunities

Graduates of this program often attend leading graduate schools in communication, law or business or find gainful employment in careers in the areas of:

- campaign management
- counseling
- entrepreneurship
- event planning
- health care management
- human resource management
- intercultural relations
- marketing
- nonprofit management
- public relations
- sales

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>Certified Health Education Specialist (CHES)</td>
<td>14.5%</td>
<td>$53,940</td>
</tr>
<tr>
<td>Community Health Worker</td>
<td>18.1%</td>
<td>$38,370</td>
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<tr>
<td>Community Specialist</td>
<td>13.2%</td>
<td>$41,570</td>
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<tr>
<td>Compliance Manager</td>
<td>8.0%</td>
<td>$105,610</td>
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<tr>
<td>Entertainer</td>
<td>8.1%</td>
<td>*</td>
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<tr>
<td>Green Marketer</td>
<td>5.5%</td>
<td>$106,130</td>
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<tr>
<td>Medical and Health Services Manager</td>
<td>20.5%</td>
<td>$98,350</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>
<td>$59,300</td>
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<tr>
<td>Social Services Director</td>
<td>18.0%</td>
<td>$64,100</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**

Schedule an advisor appointment
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