Communication, BA

LACOMBA

As you explore the complex role of human communication in everyday life, you gain the strong foundations in the humanities and social sciences that will be valuable assets in whichever direction you wish to go in life.

Program Description

The BA program 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 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 or online, ASU Local@Los Angeles
- **Additional Program Fee**: Yes
- **Second Language Requirement**: Yes
- **First Required Math Course**: MAT 142 - College Mathematics
- **Math Intensity**: General
Required Courses (Major Map)

2021 - 2022 Major Map (On-campus)
2021 - 2022 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 |

Additional Requirements:

Students who have attended previously ASU and are returning to the university with transfer credit must have a minimum ASU cumulative GPA of 2.00 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 the BA in communication must have a minimum cumulative GPA of 2.00 (scale is 4.00 = "A").

Students should refer to https://changemajor.apps.asu.edu 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 MyPath2ASU™ 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
Students may engage in a unique and exciting opportunity to gain intercultural experience through tailored international programs of study. They improve language and cross-cultural skills for effective communication, develop critical teamwork and problem-solving skills and expand their knowledge of the liberal arts through lenses of different cultures. Study abroad opportunities exist across the globe, including in Australia, the United Kingdom and with a semester at sea. https://goglobal.asu.edu/

The College of Liberal Arts and Sciences recommends the following study abroad programs for students majoring in communication: https://mystudyabroad.asu.edu/students/major/communication.

Career Opportunities

Graduates 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>Advocate</td>
<td>16.8%</td>
<td>$35,960</td>
</tr>
<tr>
<td>Certified Health Education Specialist (CHES)</td>
<td>11.4%</td>
<td>$56,500</td>
</tr>
<tr>
<td>Community Health Worker</td>
<td>15.2%</td>
<td>$42,000</td>
</tr>
<tr>
<td>Job Title</td>
<td>Salary</td>
<td>Growth Rate</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>--------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Compliance Manager</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Entertainer</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>$133,460</td>
<td></td>
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<tr>
<td>Medical and Health Services Manager</td>
<td>31.5%</td>
<td>$104,280</td>
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<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>not available</td>
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</tr>
<tr>
<td>Public Relations Specialist</td>
<td>7.2%</td>
<td>$62,810</td>
</tr>
<tr>
<td>Social Services Director</td>
<td>17.0%</td>
<td>$69,600</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**

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