Communicati
on, BA

LSCOMBA

Learn to clearly convey thoughts and ideas in written or spoken form. As the world changes, the art of human communication is constant and is vital to the growth and development of a global society.

Program Description

The BA program in communication in the College of Integrative Sciences and Arts explores how communication processes create, maintain and transform identities, relationships, workplaces and communities. With a dual emphasis on urban communication and technology, it allows for a concerted focus on the rapidly changing modalities of communication occurring today.

Through the study and critique of human communication, students gain the knowledge, creativity and understanding to facilitate healthy relationships and workplaces, civil and secure communities, and constructive intercultural interaction. Students must complete a minimum of 12 upper-division credit hours of COM courses offered by the College of Integrative Sciences and Arts.

At a Glance

- **College/School:** College of Integrative Sciences and Arts
- **Location:** Downtown Phoenix campus, Polytechnic campus
- **Additional Program Fee:** No
- **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.  

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.

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/
Career Opportunities

Graduates of the communications program often attend other top-tier graduate schools, law schools and business schools, or find gainful employment in careers such as these:

- advertising and promotions managers
- clinical research coordinators
- communications teachers, postsecondary
- correspondence clerks
- customer service representatives
- distance learning coordinators
- editors
- education administrators, postsecondary
- labor relations specialists
- lawyers
- legal support workers, all other
- marketing managers
- media and communication workers, all other
- meeting, convention and event planners
- middle school teachers
- paralegals and legal assistants
- postsecondary teachers
- public address system and other announcers
- public relations specialists
- retail salespersons
- sales and related workers
- sales managers
- sales representatives
- secondary school teachers
- survey researchers
- training and development managers
- training and development specialists

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>CEO</td>
<td></td>
<td>$183,270</td>
</tr>
<tr>
<td>Occupation</td>
<td>Percent</td>
<td>Salary</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>Communication Professor</td>
<td>10.0%</td>
<td>$66,510</td>
</tr>
<tr>
<td>Entertainer</td>
<td>8.1%</td>
<td>*</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
<tr>
<td>Logistics Manager</td>
<td>6.7%</td>
<td>$92,460</td>
</tr>
<tr>
<td>Politician</td>
<td>7.1%</td>
<td>$25,630</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>10.4%</td>
<td>$111,280</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>8.8%</td>
<td>$59,300</td>
</tr>
<tr>
<td>Social Services Director</td>
<td>18.0%</td>
<td>$64,100</td>
</tr>
<tr>
<td>Transportation Dispatcher</td>
<td>6.7%</td>
<td>$92,460</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**

College of Integrative Sciences and Arts | AZCENT 380
cisa@asu.edu | 602-496-0271