

Communication, BA

ASCOMMBA

Communicating well, whether mediated or face-to-face, is essential for any human endeavor. Your ability to convey ideas, share experiences and influence behaviors is critical to shaping your personal and professional life. This degree prepares you to communicate successfully in public, at work and in personal relationships.

Program description

The BA program in communication is a dynamic degree program, and students are able to tailor it to their personal and career goals.

Working closely with award-winning faculty, students gain experience connecting people in local and global spheres to build strong communities by exploring intercultural, relational and professional communication. Students learn to communicate creatively by studying media, culture and narrative to influence and inspire various audiences. Students also learn to advocate for themselves and others by researching ethics, social issues and persuasion to promote positive change.

This major is eligible for the Western Undergraduate Exchange program at the following location: West Valley campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150% of Arizona resident tuition plus all applicable fees. Students should click the link for more information and eligibility requirements of [the WUE program](#).

At a glance

- **College/School:** [New College of Interdisciplinary Arts and Sciences](#)
- **Location:** [West Valley](#) [WUE](#), [ASU at Lake Havasu](#)
- **Second language requirement:** No
- **First required math course:** MAT 142 - College Mathematics
or any math course that meets the MATH designation

- **Math intensity:** General 

Required courses (Major Map)

[2024 - 2025 Major Map](#)

[Major Map \(Archives\)](#)

Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an **accelerated bachelor's plus master's degree** with:

[Communication Studies, MA](#)

[English, MA](#)

[Global Management, MGM](#)

[Interdisciplinary Studies, MA](#)

[Social Justice and Human Rights, MA](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Change of Major Requirements

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

Students should visit the [Change of Major form](#) 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 [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 they help students save time and money in their college journey.

Global opportunities

Global experience

Communication students gain intercultural experience through tailored study abroad programs. Students 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.

With more than 300 options available, [Global Education programs](#) allow students to tailor their educational experience to their specific interests and skill sets. Whether in a foreign country, in the U.S. or online, students in the New College of Interdisciplinary Arts and Sciences can explore how their varied fields and interests interact in different settings around the world.

Career opportunities

Graduates of the Bachelor of Arts program in communication are prepared for careers in social media and technology, global communication, public relations and strategic communications, risk and crisis communication, communication training and mentoring, sport communication and communication philosophy. Graduates pursue careers in a variety of communication-driven fields such as digital content creation, law practice, sales and marketing, customer experience management and nonprofit advocacy. Because communication skills are crucial to many professions, graduates work in a variety of fields, including:

- customer service and customer relations
- health and human services
- human resources
- lobbying
- management
- marketing

- media and public relations
- mediation
- social media design and implementation
- training and development

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<u>Employee Training Manager</u> ☀	6.5%	\$120,000
<u>Human Resources Manager</u> ☀	5.2%	\$130,000
<u>Lawyer</u> ☀	7.5%	\$135,740
<u>Marketing Associate</u>	1.9%	\$127,830
<u>Marketing Manager</u> ☀	6.6%	\$140,040
<u>Mediator</u> ☀	5.0%	\$64,030
<u>Public Relations Manager (PR Manager)</u> ☀	5.9%	\$129,430
<u>Public Relations Specialist</u> ☀	6.1%	\$67,440
<u>Sales Manager</u>	4.0%	\$130,600
<u>Technical Writer</u> ☀	6.9%	\$79,960

* 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

Contact information

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