

Journalism and Mass Communication, BA

CSJMCBA

Ready to learn the tools and techniques you'll need for a career in media? Explore different career paths across journalism and strategic communication through distinct courses and full-immersion, hands-on learning experiences. As a graduate of this program, you will be fully prepared to launch a career in modern media, journalism and communication.

Program description

The BA program in journalism and mass communication at ASU's Walter Cronkite School of Journalism and Mass Communication, widely regarded as one of the nation's premier media schools, is a highly professional, hands-on degree program that prepares students for careers in mass communications.


Through access to a world-class faculty of journalists, communicators and scholars, and with prestigious internships and immersive learning opportunities, undergraduate students learn the values and principles at the core of media professions, and they master the highly specialized, practical skills needed for success in today's digital world.

Areas of study can include digital media, broadcast news, innovation and entrepreneurship, audience engagement, social media, investigative reporting, public relations and Spanish-language media. The Cronkite School's full-immersion capstone programs afford students the opportunity to gain experience in activities like reporting the evening news on Arizona PBS and creating digital advertising campaigns.

High-performing students can apply to the school's [accelerated master's degree program](#), which allows for the completion of both a bachelor and master degree in as few as four years. They also can become part of ASU's [Barrett, The Honors College](#).

At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [Downtown Phoenix](#)

- **Second language requirement:** Yes
- **First required math course:** Any MAT course that satisfies the math requirement
- **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:

[Digital Audience Strategy, MS](#)

[Investigative Journalism, MA](#)

[Mass Communication, MMC](#)

[Sports Journalism, 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](#)

Additional requirements:

[English proficiency requirements](#) for international student admission:

- TOEFL iBT: minimum score of 100 (internet-based test, taken in a testing center) **or**
- IELTS: minimum score of 7.0 **or**
- Pearson Test of English: minimum score of 73 **or**
- Duolingo English test: minimum score of 120 **or**

- Cambridge English exam: minimum score of 185

Transfer admission requirements:

Transfer students (classified as those with 12 or more transfer credit hours after high school graduation) are required to have a cumulative transfer GPA of 3.00 or higher and no English competency deficiencies.

Transfer students with 24 or more transferable credit hours after high school graduation are required to have a cumulative transfer GPA of 3.00 or higher.

Transfer students should contact the school for additional steps after admission to ASU.

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

ASU students who would like to change their major to journalism and mass communication must have a minimum cumulative GPA of 3.00 in 12 or more credit hours of ASU courses that can be used to satisfy the Cronkite School's non-elective General Studies requirements. The course MCO 120 Media and Society, an introductory course for non-majors, may count in place of JMC 110 Principles and History of Journalism.

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.

Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Apply the principles of journalism, such as accuracy, fairness, timeliness, diversity and privacy, to their course requirements.
- Use the tools, technology, and techniques for content creation that adheres to accepted journalistic standards and practices, and prepares them for careers in media and communication.
- Create portfolios, which measure their integration of knowledge through tangible products in digital, social, audio, and video stories to demonstrate to potential employers their professional readiness.
- Understand and apply ethical, diversity, and legal standards relevant to the journalism industry and create culturally proficient communication.

Global opportunities

Global experience

As the world grows more connected, an understanding of other cultures and places is imperative. [Study abroad programs](#) expose students to diverse opinions, new and challenging situations, and opportunities to explore a new country.

Journalism students are offered highly specialized programs that provide the classes and experiences they need, whether covering the Olympics or spending an entire semester abroad. An international experience on a resume can help a candidate stand out in a competitive field.

Career opportunities

Graduates are prepared for a wide assortment of careers with the hands-on training they received in the program as well as in real, professional newsroom experiences.

Popular industries include:

- brand storytelling
- corporate and business communication
- digital marketing
- digital media content creation
- local, national or international news reporting
- public relations
- radio and podcasting
- social media
- videography and photography

Graduates are competitive candidates for many roles, including these:

- audience engagement specialist
- copy editor

- director
- magazine writer
- news anchor
- news reporter
- producer
- radio and podcast host
- videographer

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>Editor</u>		\$73,080
<u>Executive Producer</u> ☀	6.7%	\$85,320
<u>Film Editor</u> ☀	9.4%	\$63,520
<u>Marketing Associate</u>	1.9%	\$127,830
<u>Marketing Manager</u> ☀	6.6%	\$140,040
<u>News Anchor</u>		\$41,750
<u>News Reporter</u>		\$55,960
<u>Photographer</u>	4.1%	\$40,170
<u>Production Assistant</u>	4.3%	\$65,000
<u>Public Relations Specialist</u> ☀	6.1%	\$67,440

* 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

Walter Cronkite School of Journalism and Mass Comm | CRONK 302
attendcronkite@asu.edu | 602-496-5555