Journalism and Mass Communication, BA

Ready to learn the tools and techniques you'll need for a career in media? Explore different journalism career paths through unique courses and full-immersion, hands-on professional programs. As a graduate of this program, you will be fully prepared to launch a career in modern storytelling, 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 journalism schools, is a highly professional, hands-on degree program that prepares students for careers in media and communications.

Through access to a world-class faculty of veteran and current journalists, and with prestigious internships and hands-on learning opportunities, undergraduate students learn the values and principles that have long formed the core of the journalism profession, and they master the highly specialized, practical skills needed to succeed in today's digital world.

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

High-performing students can apply to the school's accelerated bachelor's degree and master's degree program, which allows for the completion of both degrees 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

• Additional Program Fee: Yes
• Second Language Requirement: Yes
• First Required Math Course: Any MAT course that satisfies the math requirement
• Math Intensity: General

Required Courses (Major Map)

2022 - 2023 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 and master's degree with:

Digital Audience Strategy, MS
Master of Mass Communication, MMC
Sports Journalism, MA

Acceptance to the graduate program requires a separate application. During their junior year, eligible students are advised by their academic departments to apply.

Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.
First-year | Transfer | International | Readmission

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.

For more information regarding transfer admission, students should visit https://cronkite.asu.edu/degree-programs/admissions/transfer-students.

**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 nonelective General Studies requirements. The course MCO 120 Media and Society, an introductory course for nonmajors, can count in place of JMC 110 Principles and History of Journalism.

Students should refer to https://changemajor.apps.asu.edu 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. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.

**Global Opportunities**

**Global Experience**

As the world grows more connected, an understanding of other cultures and places is imperative. Studying abroad exposes 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. https://goglobal.asu.edu/
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:

- corporate and business communication
- digital media
- international news
- news writing and reporting
- radio
- podcasting
- technology
- 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

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>Editor</td>
<td></td>
<td>$63,400</td>
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<tr>
<td>Executive Producer</td>
<td>10.0%</td>
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<td>Film Editor</td>
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<td>Marketing Associate</td>
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<td>News Anchor</td>
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<td>Photographer</td>
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<td>Production Assistant</td>
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<tr>
<td>Public Relations Specialist</td>
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Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

Solar Bright Outlook - Green Occupation

Contact Information

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