

Mass Communication and Media Studies, E

CSMCMSTBA


Explore media from all angles and become a smarter consumer of information, news and entertainment. You'll graduate prepared for a range of exciting media careers and for graduate studies.

Program description

The BA in mass communication and media studies gives students a deep and nuanced understanding of the growing importance, power and influence of media around the world.

The program explores global mass communication issues from all dimensions: societal, cultural, historical, political, economic, technological and legal. Students learn how to critically analyze media, from news to sports to pop culture, and apply that understanding to the world around them.

At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [Downtown Phoenix](#) or [Online, ASU Local](#)
- **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 \(on-campus\)](#)

[2024 - 2025 Major Map \(online\)](#)

[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 choose a 3-year path while participating in the same high-quality educational experience of a 4-year option. Students can opt to fast-track their studies after acceptance into a participating program by connecting with their academic advisor. Fast track options appear at the top of the major map.

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.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while

completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

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:

- Evaluate the changing nature of media in the world from societal, cultural, historical, political, economic, technological, and legal dimensions.
- Evaluate the accuracy and credibility of media sources and information and media's impact on society.
- Evaluate media products, tools, digital platforms, and social networks and the digital audiences that comprise these platforms and networks.

Global opportunities

Global experience

As the world grows more connected, an understanding of other cultures and places is imperative.

[Studying abroad](#) helps students grasp how different cultures and the media actors that originate from those cultures interact and influence. Practical experience in programs that observe and analyze international media, news culture and journalism prepare students for careers in which they will need to articulate well and utilize knowledge of multicultural communication styles.

Career opportunities


A sophisticated understanding of mass communication is a critical asset for careers in business, government, community and the nonprofit sectors. Graduates have varied career opportunities, such as with:

- communications firms

- education institutions
- government entities
- political parties
- professional organizations
- publishing companies

Graduates also are prepared to pursue graduate studies in fields such as law, medicine, the arts, education and journalism.

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>Communications Specialist</u>	3.7%	\$73,150
<u>Freelance Writer</u>	3.7%	\$73,150
<u>Market Research Analyst</u> 	13.4%	\$68,230
<u>Product Marketing and Promotions Manager</u>	4.0%	\$34,770
<u>Production Assistant</u>	4.3%	\$65,000

* 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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