Mass Communication and Media Studies, E

CSMCMSTBA

Explore media from all angles at one of the nation's premier journalism schools. 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:** online, ASU Local

- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** Any math course that meets the MA designation.
- **Math Intensity:** General

Required Courses (Major Map)

2022 - 2023 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.  
Freshman | Transfer | International | Readmission

Change of Major Requirements

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

Students should refer to https://changemajor.apps.asu.edu 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 description and request more information here.

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. Those interested may learn more about ASU Local here.

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. Study abroad helps students to understand how different cultures and the media actors that originate from those cultures interact and influence. Real-world experience in programs that observe and analyze international media, news culture and journalism prepare students for 21st century careers where they will need to articulate and utilize knowledge of multicultural communication styles. https://goglobal.asu.edu/

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:

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

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

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>Communications Specialist</td>
<td></td>
<td>$67,120</td>
</tr>
<tr>
<td>Freelance Writer</td>
<td></td>
<td>$67,120</td>
</tr>
<tr>
<td>Position</td>
<td>% Change</td>
<td>Salary</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>----------</td>
<td>---------</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>17.7%</td>
<td>$65,810</td>
</tr>
<tr>
<td>Product Marketing and Promotions Manager</td>
<td>3.1%</td>
<td>$32,500</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>8.1%</td>
<td>$49,730</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**

Walter Cronkite School of Journalism and Mass Comm | CRONK 222
cronkiteadvising@asu.edu | 602-496-5055