

Communication, BA

LACOMBA

Learn the deep critical thinking skills that will enable you to build strong relationships and communities, and become an effective leader.

Program description


The BA program in communication focuses on how message processes create, maintain and transform identities, relationships, workplaces and communities through a humanistic approach to the art of communication.

Students explore many fascinating concepts, such as how messages can optimally advocate for a cause, sports team or organization; how people can communicate creatively in various settings and styles; how valid messages differ from invalid messages; how and why cultural differences make communication difficult; and why some topics are difficult to discuss and consistently lead to conflict.

Through rigorous coursework and rewarding applied experiences, students gain effective communication skills that prepare them for employment in communication-intensive fields or for graduate study.

In addition to reviewing the guidelines in the Concurrent Program Options section below, students interested in pursuing concurrent or second baccalaureate degrees in The College of Liberal Arts and Sciences are advised to visit [The College's website](#) for more information and requirements.

At a glance

- **College/School:** [The College of Liberal Arts and Sciences](#)
- **Location:** [Tempe](#) or [Online](#), [ASU Local](#)
- **Second language requirement:** Yes
- **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 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](#)

[Communication, 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:

Students who have attended previously ASU and are returning to the university with transfer credit must have a minimum ASU cumulative GPA of 2.00 in order to be admitted into the Hugh Downs School of Human Communication.

Transfer admission requirements:

Students who are transferring into ASU must meet current university admission requirements.

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

Current ASU students who would like to change their major to the Bachelor of Arts in communication must have a minimum cumulative GPA of 2.00.

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.

Global opportunities

Global experience

With more than [300 Global Education program options](#) available to them, students may engage in a unique and exciting opportunity to gain intercultural experience through international programs of study, which they can tailor according to their experience and unique interests and skills.

Whether in a foreign country, in the U.S. or online, students in communication develop critical teamwork and problem-solving skills, expand their knowledge of the liberal arts through lenses of different cultures, and improve their language and cross-cultural skills for effective communication across populations.

The College of Liberal Arts and Sciences recommends [these study abroad programs](#) for students majoring in communication.

Career opportunities

Graduates often attend leading graduate schools in communication, law or business or find gainful employment in the areas of:

- campaign management
- community leadership
- diplomacy
- event planning
- health care management
- human resource management
- intercultural relations
- nonprofit management
- public relations
- sales
- 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
Community Health Worker 🌟	14.1%	\$46,190
Corporate Trainer 🌟	6.3%	\$63,080
Event Planner 🌟	7.5%	\$52,560
Human Resources Manager 🌟	5.2%	\$130,000
Medical and Health Services Manager 🌟	28.4%	\$104,830
Public Relations Manager (PR Manager) 🌟	5.9%	\$129,430
Public Relations Specialist 🌟	6.1%	\$67,440
Sales Manager	4.0%	\$130,600
Social Services Director 🌟	9.1%	\$74,240
Travel Agent	3.5%	\$46,400

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).



Contact information

Hugh Downs School of Human Communication | STAUF A412
communication@asu.edu | 480-965-5095