Communication, **BA**

LACOMBA

As you explore the complex role of human communication in everyday life, you gain strong foundations in the humanities and social sciences that will be valuable assets in whichever direction you wish to go in life.

**Program Description**

The BA program in communication focuses on how message processes create, maintain and transform identities, relationships, workplaces and communities.

This program provides a culturally based liberal arts focus with a second language requirement. Such courses and activities allow students to explore many fascinating questions, such as how messages can optimally advocate for a cause, sports team or organization; how people can communicate creatively in a variety of 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 are highly sought by employers. Students learn to write and speak effectively and are able to convey complex ideas simply. They are prepared for employment in communication-intensive fields or for graduate study.

In addition to 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.

https://thecollege.asu.edu/concurrent-and-second-baccalaureate-degrees

**At a Glance**

- **College/School:** [The College of Liberal Arts and Sciences](https://thecollege.asu.edu/concurrent-and-second-baccalaureate-degrees)
• **Location:** Tempe or Online, ASU Local

• **Additional Program Fee:** Yes
• **Second Language Requirement:** Yes
• **First Required Math Course:** Any math course that meets the MA designation.
• **Math Intensity:** General

**Required Courses (Major Map)**

2022 - 2023 Major Map (On-campus)
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.

**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.

**Change of Major Requirements**

Current ASU students who would like to change their major to the BA in communication must have a minimum cumulative GPA of 2.00 (scale is 4.00 = "A").

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

Students may engage in a unique and exciting opportunity to gain intercultural experience through tailored international programs of study. They improve language and cross-cultural skills for effective communication, develop critical teamwork and problem-solving skills and expand their knowledge of the liberal arts through lenses of different cultures. Study abroad opportunities exist across the globe, including in Australia, the United Kingdom and with a semester at sea. https://goglobal.asu.edu/

The College of Liberal Arts and Sciences recommends the following study abroad programs for students majoring in communication: https://goglobal.asu.edu/students/major/communication.

Career Opportunities

Graduates often attend leading graduate schools in communication, law or business or find gainful employment in careers in the areas of:
• campaign management
• counseling
• entrepreneurship
• event planning
• health care management
• human resource management
• intercultural relations
• marketing
• nonprofit management
• public relations
• sales

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>Advocate</td>
<td>16.8%</td>
<td>$35,960</td>
</tr>
<tr>
<td>Certified Health Education Specialist (CHES)</td>
<td>11.4%</td>
<td>$56,500</td>
</tr>
<tr>
<td>Community Health Worker</td>
<td>15.2%</td>
<td>$42,000</td>
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<tr>
<td>Compliance Manager</td>
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<tr>
<td>Freelance Writer</td>
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<tr>
<td>Marketing Associate</td>
<td></td>
<td>$133,460</td>
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<tr>
<td>Medical and Health Services Manager</td>
<td>31.5%</td>
<td>$104,280</td>
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<tr>
<td>Public Relations Manager (PR Manager)</td>
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<tr>
<td>Public Relations Specialist</td>
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<tr>
<td>Social Services Director</td>
<td>17.0%</td>
<td>$69,600</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**

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