

Communication, BS

LACOMBS

Explore the complex role of human communication in everyday life, and gain the critical analytical skills that will be valuable assets in the workplace and beyond.


Program description

How can someone create messages that are appropriate across different cultures? How can messaging convince people to change behaviors? How can someone measure the impact of social media? In the BS program in communication, students explore these questions and many more as they come to understand how messages create, maintain and improve relationships, workplaces and communities.

This degree program provides a social science and data-analytic focus, providing students with an understanding of quantitative research methods. Students learn to write and speak effectively and to convey complex ideas simply, preparing them for employment in a variety of career fields and 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:** 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.

This program also 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](#)

[Global Management, MGM](#)

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 previously attended 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 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 over 300 options available, [Global Education programs](#) allow students to tailor their experience to their unique interests and skill sets. Students may engage in a unique and exciting opportunity to gain intercultural experience through tailored international programs of study. Students 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.

Whether in a foreign country, in the U.S. or online, students in communication are able to 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:

- business consulting
- data analysis
- event planning
- fundraising
- human resource management
- marketing
- public relations
- sales
- social media
- 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
Business Analyst 🌟	9.7%	\$95,290
Business Intelligence Analyst 🌟	35.2%	\$103,500
Event Planner 🌟	7.5%	\$52,560
Fundraising Consultant 🌟	5.2%	\$61,190
Human Resources Manager 🌟	5.2%	\$130,000
Marketing Associate	1.9%	\$127,830
Marketing Manager 🌟	6.6%	\$140,040
Public Relations Manager (PR Manager) 🌟	5.9%	\$129,430

<u>SEO Specialist</u> 	13.4%	\$68,230
<u>Sales Manager</u>	4.0%	\$130,600

* 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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