

Communication, BA

LSCOMBA


Human communication is essential to our growth and development as people in a global society. Become a strong communicator who engages cultures, communities, professions and personal relationships in ways that are effective, compelling and influential.

Program description

The BA program in communication in the College of Integrative Sciences and Arts explores how communication processes create, maintain and transform identities, relationships, workplaces and communities.

Through the exploration, analysis and application of human communication, students gain the knowledge, creativity and skills they need to facilitate healthy relationships and workplaces, civil and sustainable communities, and constructive intercultural interactions. With an integrative and applied emphasis on culture and communication, community advocacy and communication technologies, the program allows for a concerted focus on the rapidly changing modalities of communication occurring today. Students learn to speak effectively, communicate across cultures and critically analyze public controversy.

At a glance

- **College/School:** [College of Integrative Sciences and Arts](#)
- **Location:** [Downtown Phoenix](#), [Polytechnic](#)
- **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)

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](#)

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](#)

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.

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

Students may engage in a unique and exciting opportunity to gain intercultural experience through tailored, international programs of study. Study abroad can help students improve language and cross-cultural skills for effective communication. They can also develop critical teamwork and problem-solving skills and expand their knowledge of the liberal arts through lenses of different cultures.

Participation in one of the more than 300 [Global Education](#) programs available, whether in a foreign country, in the U.S. or online, provides students personal enrichment and an opportunity to develop valuable skill sets that can give them an advantage in their career. Students build communication skills, are challenged to adapt and persevere, are exposed to differences across the world, and they increase their ability to work with diverse groups of people.

Career opportunities

Communication graduates are prepared for many different career fields, including public relations, marketing, community organizing and human resources.

Graduates often attend other top-tier graduate schools, law schools and business schools, or find gainful employment as:

- advertising and promotion managers
- community organizers
- content creators
- human resource specialists
- labor relations specialists
- lawyers
- public officials
- public relations and fundraising managers
- social media managers
- training and development managers

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>CEO</u>		\$189,520
<u>Communication Professor</u>	3.4%	\$76,250
<u>Distribution Center Manager</u> ☀	8.2%	\$98,560
<u>General Manager (GM)</u> ☀	4.2%	\$98,100
<u>Human Resources Assistant (HR Assistant)</u>		\$45,930
<u>Human Resources Manager</u> ☀	5.2%	\$130,000
<u>Politician</u>	3.4%	\$48,090
<u>Public Relations Manager (PR Manager)</u> ☀	5.9%	\$129,430
<u>Public Relations Specialist</u> ☀	6.1%	\$67,440
<u>Social Services Director</u> ☀	9.1%	\$74,240

* 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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