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 degree 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 in ways that contribute to a variety of career fields.

At a Glance

- **College/School:** College of Integrative Sciences and Arts
- **Location:** Downtown Phoenix, Polytechnic

- **Additional Program Fee:** No
- **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
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 |

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.

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 their language and cross-cultural skills for effective communication when studying abroad. They also develop critical teamwork and
problem-solving skills and expand their knowledge of the liberal arts through lenses of different cultures. Opportunities to study abroad exist across the globe, including in Australia, the United Kingdom and a semester at sea. More information is available on the Global Education website. [https://goglobal.asu.edu/](https://goglobal.asu.edu/)

## 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 promotions managers
- brand managers
- content creators
- community organizers
- community care builders
- human resource specialists
- influencers
- labor relations specialists
- lawyers
- marketing managers
- media and communication workers, all other
- public officials
- public relations and fundraising managers
- public relations specialists
- social media managers
- survey researchers
- training and development managers

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>CEO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication Professor</td>
<td>3.2%</td>
<td>$71,030</td>
</tr>
<tr>
<td>Distribution Center Manager</td>
<td>3.5%</td>
<td>$96,390</td>
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<tr>
<td>General Manager (GM)</td>
<td>5.8%</td>
<td>$103,650</td>
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<td>Politician</td>
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<tr>
<td>Public Relations Manager (PR Manager)</td>
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<td>not available</td>
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<tr>
<td>Title</td>
<td>Change Rate</td>
<td>Salary</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-------------</td>
<td>---------</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>7.2%</td>
<td>$62,810</td>
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<tr>
<td>Social Services Director</td>
<td>17.0%</td>
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</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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