Technical Communication (Social Media Management), BS

LSTEC_SMMBS

Do you enjoy communicating with people through social media? Do you want to make a career out of it? You can become an ethically informed, culturally aware, professionally savvy creator of social media.

Program Description

Technical communication concerns communicating about, with and on technology. Social media is a rapidly developing aspect of the technology landscape. Thus, this social media management concentration in the BA program in technical communication concerns the management, history, theory, culture, practice and ethics of social media.

While the technical communication major gives students a wide look at how professional technical communicators do many types of work inside and outside of organizations, this concentration hones in on social media creation as a specific type of technical communication work. Students learn the practical aspects of social media creation alongside the history, legal concepts, ethical ideas and current concerns that shape and inform that practice. Students also learn how to understand existent and emerging social media in ways that will allow them to adapt and thrive in the constantly changing social media environment.

At a Glance

- **College/School:** College of Integrative Sciences and Arts
- **Location:** Polytechnic or Online, ASU Local
- **Additional Program Fee:** No
- **Second Language Requirement:** No
**Required Courses (Major Map)**

- **First Required Math Course**: MAT 117 - College Algebra
- **Math Intensity**: Moderate

**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](#)

**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.

**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**
Those who study abroad while learning technical communication will have an advantage in many workplaces. Understanding the global view of applied workplace communication, students become well-rounded communicators, able to utilize various print and digital information products to relate technical and specialized information.

**Career Opportunities**

The Bureau of Labor Statistics estimates that job growth in technical communication and related areas will continue to be significantly higher than average during the next five years. Software and electronics companies, media corporations, financial institutions, government agencies, nonprofits and other areas will see an increased demand for technical communicators.

Graduates of the program are prepared for careers such as:

- communication manager
- content strategist
- data visualization specialist
- public relations specialist
- social media manager
- social media specialist
- technical writer
- user experience specialist
Career example titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience, geographical location, and required advanced degrees or certifications may affect pay scales.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
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<tbody>
<tr>
<td>Communications Specialist</td>
<td>3.7%</td>
<td>$73,150</td>
</tr>
<tr>
<td>Document Management Specialist</td>
<td>9.7%</td>
<td>$98,740</td>
</tr>
<tr>
<td>Editor</td>
<td></td>
<td>$73,080</td>
</tr>
<tr>
<td>IT Project Manager</td>
<td>9.7%</td>
<td>$98,740</td>
</tr>
<tr>
<td>Instructional Specialist</td>
<td>2.5%</td>
<td>$66,490</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>13.4%</td>
<td>$68,230</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>6.1%</td>
<td>$67,440</td>
</tr>
<tr>
<td>SEO Specialist</td>
<td>13.4%</td>
<td>$68,230</td>
</tr>
<tr>
<td>Technical Writer</td>
<td>6.9%</td>
<td>$79,960</td>
</tr>
<tr>
<td>Web Designer</td>
<td>15.2%</td>
<td>$83,240</td>
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* 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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