

# Technical Communication (Social Media Management), BS

LSTECSCMMBS


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 content.

## Program description

Technical communication entails communicating with, about and on technology. Social media is a rapidly developing aspect of the technology landscape. Students in the social media management concentration in the Bachelor of Science program in technical communication focus on 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 organizations, this concentration homes 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 about existing and emerging social media in ways that enable 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](#)
- **Second language requirement:** No
- **STEM-OPT extension eligible:** No
- **First required math course:** MAT 114 - College Mathematics
- **Math intensity:** General 

## Curriculum

[View 2026 - 2027 curriculum.](#)

[View curriculum 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 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:

[Public Administration, MPA](#)

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.

## 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.

## Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Design clear, ethical and persuasive communication products for diverse audiences.
- Develop recommendations to improve the design and impact of technical content using user experience research methods.
- Evaluate emerging technologies to determine appropriate methods for delivering content for different audiences and purposes.
- Assess the interplay between language, knowledge, power, and socio-cultural contexts that shape our relationship with social media.
- Assess the feasibility and management of social media in organizations by considering ethical practices and effectiveness.

## Global opportunities

### Global experience

Those who study abroad while learning technical communication have an advantage in many workplaces. Understanding the global view of applied workplace communication, students become well-rounded communicators, able to use various print and digital information products to relate technical and specialized information. Through participation in one of the more than 300 available [Global Education programs](#), students expand their scope of learning beyond the classroom and gain hands-on experience in different and exciting cultures.

Many of the [School of Applied Professional Studies programs](#) allow students to earn credit toward their major for their experiences studying abroad.

## Career opportunities

Technical communicators are needed in software and electronics companies, media corporations, financial institutions, government agencies, nonprofits and other areas and industries.

Graduates are prepared for careers such as:

- communication manager
- content strategist
- data visualization specialist

- public relations specialist
- social media manager
- social media specialist
- user experience specialist
- web content creator

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
<b><u>Communications Specialist</u></b>	3.6%	\$72,270
<b><u>Document Management Specialist</u></b> ☀	8.2%	\$108,970
<b><u>IT Project Manager</u></b> ☀	8.2%	\$108,970
<b><u>Instructional Specialist</u></b>	1.3%	\$74,720
<b><u>Market Research Analyst</u></b> ☀	6.7%	\$76,950
<b><u>Public Relations Specialist</u></b> ☀	4.8%	\$69,780
<b><u>SEO Specialist</u></b> ☀	6.7%	\$76,950
<b><u>Web Designer</u></b> ☀	7.0%	\$98,090

\* Data obtained from the Occupational Information Network (O\*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

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## Contact information

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