

# Communication Studies, MA

ASCOMSTMA

Every organization needs professionals who use communication and media for strategic purposes and to build strong relationships with employees, clients, citizens, patients and other stakeholders. This program provides the tools needed to work as an advocate for social change, an ethical and persuasive influencer, or a builder of strong communities.

## Program description

### **Degree awarded: MA Communication Studies**

The MA degree program in communication studies is a cutting-edge degree program designed for students who wish to advance in their existing careers or pursue a new career as a communication professional.

With special emphasis on both advocacy and social technologies, students can tailor the program to their personal goals, focusing on topics such as interpersonal, family, organizational, sport, environmental, global and intercultural communication, social media and politics, or technology-mediated interaction.

Working closely with faculty, students examine how communication improves the quality of workplaces, personal relationships, digital and face-to-face communities, public dialogues, cross-cultural interactions, and relationships between organizations and those who are influenced by their services, including citizens, customers, patients and fans. They also learn to use media and communication to advocate for themselves and others.

## At a glance

- **College/School:** [New College of Interdisciplinary Arts and Sciences](#)
- **Location:** [West Valley](#)

## 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:

[Applied Science, BAS](#)

[Biology, BA](#)

[Communication, BA](#)

[Communication, BS](#)

[Communication, BA](#)

[Communication, BS](#)

[Communication, BA](#)

[Environmental Science, BA](#)

[Gender, Women and Sexuality Studies, BS](#)

[Global Management, BGM](#)

[History, BA](#)

[Interdisciplinary Arts and Performance, BA](#)

[Interdisciplinary Arts and Sciences, BA](#)

[Latin American Studies, BA](#)

[Philosophy, Religion and Society, BA](#)

[Political Science, BA](#)

[Political Science, BS](#)

[Psychology, BA](#)

[Psychology, BS](#)

[Social Justice and Human Rights, BA](#)

[Social and Behavioral Sciences, BA](#)

[Social and Behavioral Sciences, BS](#)

[Sociology, BA](#)

[Sociology, BS](#)

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](#).

## Degree requirements

36 credit hours and a written comprehensive exam, or

36 credit hours including the required applied project course (CMN 593) and a written comprehensive exam, or

36 credit hours, a written comprehensive exam and a thesis

### **Required Core (9 credit hours)**

CMN 502 Theory and Practice in Communication and Persuasion (3) or CMN 522 Argumentation and Advocacy (3)

CMN 505 Methods in Applied Communication Research (3)

CMN 506 Humanistic Inquiry and Field Research in Communication (3)

### **Electives (21-27 credit hours)**

### **Culminating Experience Options (0-6 credit hours)**

CMN 593 Applied Project, with written comprehensive exam (3)

CMN 599 Thesis, with written comprehensive exam (6)

written comprehensive examination (0)

### **Additional Curriculum Information**

Electives are selected in consultation with the student's program advisor and may include courses with either the CMN (communication) or the STC (social technology) prefix. When appropriate, students may take up to six credit hours outside the program (no CMN or STC prefix).

The thesis or applied project must demonstrate intellectual ability, academic ability and professional growth. The thesis is supervised and approved by the student's advisor and committee. An oral defense is required for the thesis. The applied project is supervised by the student's advisor. The achievements or results of the applied project should be made available to the public in the form of a presentation, poster, report or other form negotiated with the faculty advisor.

## Admission requirements

Applicants must fulfill the requirements of both the Graduate College and the New College of Interdisciplinary Arts and Sciences.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any field from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. statement of purpose
4. three letters of recommendation
5. an academic writing sample (preferred) or professional writing sample
6. resume or curriculum vitae (optional)
7. proof of English proficiency

### **Additional Application Information**

An applicant whose native language is not English must provide [proof of English proficiency](#) regardless of their current residency.

The statement of purpose should describe the applicant's educational background, scholarly interests, and academic and professional goals.

Letters of recommendation from faculty members who know the applicant's work well are preferred; if faculty members are not available, the applicant may submit letters of recommendation from individuals in supervisory or professional roles.

## **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.

## **Career opportunities**

The Master of Arts degree program in communication studies helps prepare graduates for jobs in corporate communication, journalism, mass media, politics, higher education or a wide range of other fields. Graduates are prepared to pursue doctoral work or careers in a variety of communication-driven fields such as digital audience management, public affairs, public relations, science communication, training and employee development, strategic communication, community relations and nonprofit advocacy. Graduates already employed may find that the skills they acquired through the program are helpful for career advancement, given that some leadership positions require a master's degree. Those interested in changing careers may pursue a master's in communication studies to align with their particular professional goals. This master's degree can also prepare graduates for doctoral studies in which they will conduct research, or a career in higher education, educating students.

Career examples include:

- academic: non-tenure track (e.g., lecturer, admission director, academic advisor)
- academic: tenure track (e.g., instructor, professor at community college, university)
- fundraising manager
- human resources manager
- internal communications manager

- journalist
- learning and development analyst
- marketing account executive, consultant or research analyst
- political campaign manager
- sales account executive
- speechwriter
- technical communication specialist
- web producer

## Contact information

[School of Social and Behavioral Sciences](#) | FAB N101

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[Admission deadlines](#)