

COLLEGE OF HUMANITIES, ARTS, BEHAVIORAL AND SOCIAL SCIENCES

COMMUNICATION

The Bachelor of Arts in communication degree program provides students with a comprehensive knowledge of the nature of communication, its varied forms and uses, and its multiple social, cultural, and cognitive effects. The Bachelor of Arts in media studies provides students with theoretically focused and application-based frameworks to understand media, media technology, and its influence upon domestic and global culture and society. We offer two majors (B.A. in communication, B.A. in media studies) and two minors (communication and critical intercultural communication). Our faculty teach a vast array of courses from organizational communication, mass media and technology, rhetorical criticism, gender and communication, media policy, intercultural communication, feminist rhetoric, media, religion and pop culture, communication of whiteness, interpersonal communication, communication and mediation, critical communication, media theory, mobile media, and global media.



> “The communication major has shown me the countless opportunities that I can achieve in the future. The department is very knowledgeable about their craft and strives for the success of their students.
>
> – Lili Montijo, third year

Communication graduates are working in ...

- Business management
- Public health communication
- Community relations
- Government
- Public affairs
- International trade
- Conflict mediation
- Advertising and market research
- Foreign service
- Teaching
- Law

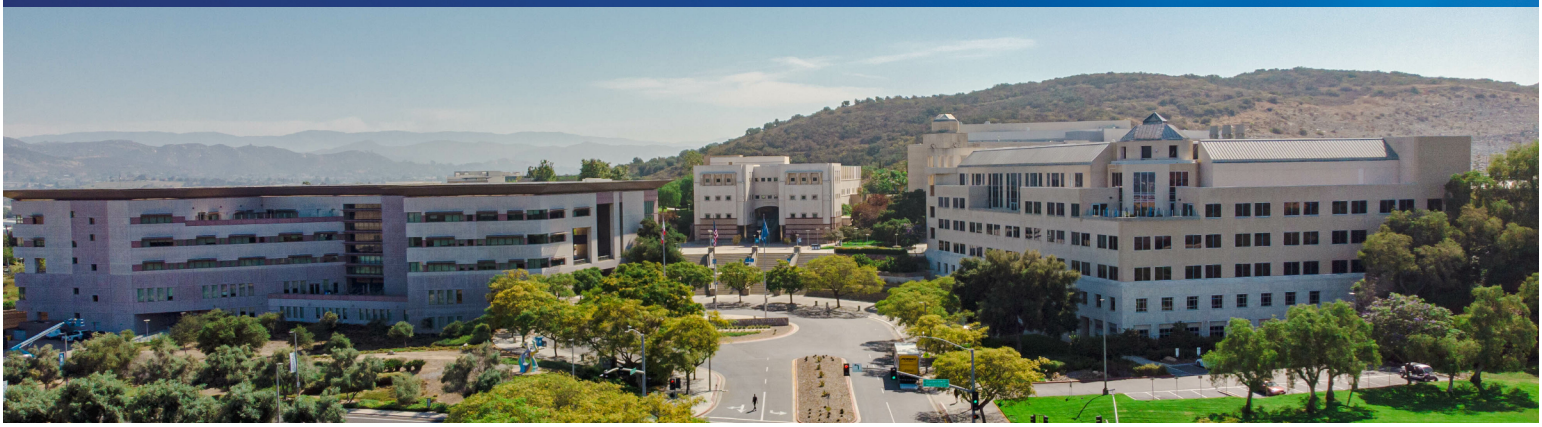
Media studies graduates are working in ...

- Consultant and management positions in media-intensive enterprises
- Usability, communication and media technology interface, social networking
- Advertising, marketing, promotions, and public relations in departments of private, government, and public service organizations

LEARN MORE

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California State University SAN MARCOS
COLLEGE OF HUMANITIES, ARTS, BEHAVIORAL & SOCIAL SCIENCES



LABOR MARKET RESOURCE GUIDE

Top Posted Job Titles:

- Product Managers
- Marketing Managers
- Marketing Coordinators
- Technical Writers
- Marketing Specialists
- Marketing Assistants
- Directors of Marketing
- Product Marketing Managers
- Directors of Development
- Social Media Managers
- Copywriters
- Directors of Product Management
- Digital Marketing Managers
- Technical Product Managers
- Marketing Associates
- Communications Specialists
- Communications Managers

44,284
ANNUAL OPENINGS

$93.8K/yr
MEDIAN EARNINGS

+21.6%
% CHANGE 2021-2031 PROJECTED GROWTH

Based on the National Workforce in Communication Occupations with a BA or MA.

**Sources: Lightcast™ Data in the U.S. from 2021-2023*



Top Skills Requested in Job Postings:

Common

- Communication
- Sales
- Management
- Leadership
- Writing
- Planning
- Detail Oriented
- Research
- Customer Service
- Presentations

Specialized

- Marketing
- Product Management
- Project Management
- Social Media
- Product Development
- Digital Marketing
- Marketing Strategies
- Product Marketing
- Public Relations
- KPIs

Software

- Microsoft Excel
- Microsoft Office
- Microsoft PowerPoint
- Salesforce
- Microsoft Outlook
- Adobe Photoshop
- Google Analytics
- TikTok
- Microsoft Word
- SQL

Top Organizations Where CSUSM Communication B.A. Graduates Are Working:

- California State University
- Aya Healthcare
- University of California
- Amazon
- AMN Healthcare
- Viasat
- MiraCosta College
- Scripps Health
- Geico
- Northrop Grumman
- General Atomics
- Hunter Industries
- Keller Williams Realty
- Costco
- Nordstrom
- San Diego Gas & Electric
- County Of San Diego
- Wells Fargo
- Poway Unified School District
- Sony Group
- Thermo Fisher Scientific
- Starbucks
- Stone Brewing Company
- Kaiser Permanente
- Bank of America
- Compass
- Disney
- ServiceNow
- AAA