Digital Audiences (Graduate Certificate)

CSDASGRCT

Boost your credibility in the digital marketing and strategy field. Learn how to execute digital strategy in any industry, through hands-on experience in digital analytics, SEO, paid and organic social media campaigns, audience research, and more.

**Program Description**

**Degree Awarded: Certificate Digital Audiences (certificate)**

The graduate certificate in digital audiences prepares students to execute audience growth and engagement strategies in any industry.

Students learn to measure and analyze how consumers interact with content online, on social media and on mobile devices. Using those measurement skills, students develop strategies and tactics to grow audiences through search engine optimization, search engine marketing, paid and organic social media campaigns, and digital content creation.

This program is designed for professionals who want to develop new skills, take on new responsibilities or more effectively promote their work.

Los Angeles location: Currently, programs of study are offered in a hybrid learning model. Select courses are offered through in-person instruction in the Herald Examiner building. The majority of courses are offered virtually from Arizona through a combination of synchronous and asynchronous learning technologies. Students should consult their advisor and schedule of classes for additional information.

**At a Glance**

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [ASU@Los Angeles](#) or [online](#)
Degree Requirements

15 credit hours

**Required Core (15 credit hours)**
MCO 561 Defining the Digital Audience (3)
MCO 562 Search Engine Strategy for Digital Audience Acquisition (3)
MCO 563 Social Media Campaigns and Engagement (3)
MCO 564 Digital Audience Research and Behavior (3)
MCO 565 Digital Audience Analytics (3)

Admission Requirements

Applicants must fulfill the requirements of both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in communications, political science, business or a related field, from a regionally accredited institution. Admission to this program is limited to students who do not have an undergraduate degree or minor in digital audiences.

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. professional resume
4. proof of English proficiency

**Additional Application Information**
An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. TOEFL scores must be at least 100 for the internet-based TOEFL (iBT).

Attend Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Global Opportunities
Global Experience
Study abroad is possible for graduate students, with more than 50 program opportunities spanning six continents. Faculty-directed programs tend to be the best fit for graduate students; taking courses over the summer or during academic breaks with ASU professors offers close mentorship and professional network growth in many fields of study while earning ASU credit. Exchange program participation is also possible with careful planning. [https://mystudyabroad.asu.edu/students/graduate-students](https://mystudyabroad.asu.edu/students/graduate-students)

Career Opportunities
A graduate certificate in digital audiences can help students boost their credibility and advance knowledge of the digital sector. Students who complete the digital audiences graduate certificate will be able to pursue careers in web development, communications training, graphic design and social media.

Careers in this field include:

- marketing associate
- market research analyst
- SEO specialist

Contact Information
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