Admission to this program is limited to students who do not have an undergraduate degree or minor in digital audiences.

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.

At a Glance

- College/School: Walter Cronkite School of Journalism & Mass Comm
- Location: 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.

Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (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 (regardless of current residency) must provide proof of English proficiency. 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.

Contact Information

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