Digital Audience Strategy, MS
CSDASMS

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

Accelerate your career in marketing and communications by creating impactful digital strategies and harnessing analytics, SEO, paid and organic social media campaigns, and audience research --- all skills gained through this master's degree program.

Program Description

Degree Awarded: MS Digital Audience Strategy
The MS program in digital audience strategy prepares students to design and execute large-scale strategies for connecting digital audiences through a data-driven, multidisciplinary, hands-on curriculum.

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. They work with real-world clients to develop, test and execute audience growth strategies in real time.

Through required coursework in ethics, media law and entrepreneurship, students learn to make ethical business decisions regarding consumer privacy, digital data security and community engagement. Through elective courses, students develop additional expertise in areas such as management, audience data and intellectual property.

Students graduate from the program ready to drive audience growth and business development in the digital age.
At a Glance

- **College/School:** Walter Cronkite School of Journalism and Mass Comm
- **Location:** ASU@Los Angeles or online

Degree Requirements

30 credit hours including the required capstone course (MCO 566)

**Required Core (21 credit hours)**
- MCO 503 Media Law (3)
- MCO 556 Media Entrepreneurship (3)
- 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)

**Electives or Research (6 credit hours)**

**Culminating Experience (3 credit hours)**
- MCO 566 Digital Audience Management (3)

**Additional Curriculum Information**

For electives or research, students should see the academic unit for the approved course list. Other coursework may be used with the approval of the academic unit.

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 journalism, communications, public relations or a related 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. personal statement of intent
4. professional resume
5. 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.

In 300 to 500 words, the personal statement of intent should describe the applicant's interest in the Master of Science program in digital audience strategy, explain how previous academic or professional experience will inform the applicant’s work in the program and how the program will help achieve personal or career goals of the applicant.

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

Career Opportunities

The digital field is rapidly growing and true experts are highly sought after. The Master of Science program in digital audience strategy equips students with the knowledge and skills they need to launch a new career in digital marketing, content creation, social media and SEO. Graduates are empowered and ready to accelerate their current communications career, able to step into leadership positions to lead digital marketing and communications teams.

Careers in this field include:

- marketing associate
- marketing manager
- market research analyst
- SEO specialist