Digital Audience Strategy, MS

Companies and organizations around the world have a critical and growing need to connect with audiences on digital and social media to reach goals in everything from sales to community cohesion. The MS program in digital audience strategy prepares students to drive digital strategy in any industry.

Program Description

Degree Awarded: MS Digital Audience Strategy

The MS program in digital audience strategy prepares students to design and execute large-scale digital audience strategy 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 and intellectual property. Students graduate from the program ready to drive innovation and business development in the digital age.

At a Glance
Degree Requirements

30 credit hours including the 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 of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's 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. letter of intent or written statement
4. professional resume
5. 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.

In 350 to 500 words, the letter 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.

Contact Information

Walter Cronkite School of Journalism & Mass Comm | CRONK 302
cronkitegrad@asu.edu | 602-496-5055