Digital Audiences, Minor

CSDAUMIN

Organizations and corporations around the world are looking for professionals to identify populations, cultivate relationships, and engage people across websites, social networks and mobile apps. The Cronkite School's minor in digital audiences prepares you to do exactly that through social media strategy, search engine optimization, search engine marketing and digital audience analytics.

Description

The minor program in digital audiences aims to answer the following questions: Who are digital consumers? How can we measure them? And how can we use what we know to better engage and grow audiences?

By exploring the users of websites, social networks and apps, and applying skills such as analytics, social media execution, network analysis, search engine optimization and search engine marketing, students who pursue the digital audiences minor gain a rich understanding of how to acquire and engage audiences.

The program uses real cases from real brands and organizations to explore tools from Google Analytics to Facebook Audience Insights and tactics from hashtag analysis to competitive keyword research. Upon completion, students have the skills to strategically grow digital audiences and harness analytics to drive organizational change.

At a Glance

• College/School: Walter Cronkite School of Journalism & Mass Comm
• Location: Downtown Phoenix campus or online

Program Requirements

Minor Map (Archives)

2019 - 2020 Minor Map
Students must complete MCO 307 first. In order to enroll in the course, students must have a 2.00 cumulative GPA.

To be awarded the minor, students must earn a "C" or better in all courses.

**Required Courses -- 15 credit hours**

- **MCO 307: The Digital Audience** (3)
- **MCO 436: Audience Research and Behavior** (3)
- **MCO 437: Audience Acquisition and Engagement** (3)
- **MCO 438: Digital Audience Analysis** (3)
- **MCO 439: Digital Audience Growth** (3)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this minor.

**Enrollment Requirements**

**GPA Requirement:** 2.00

**Incompatible Majors:** BS in digital audiences

**Other Enrollment Requirements:** None

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Students interested in pursuing a minor should consult their academic advisor to declare the minor and to ensure that an appropriate set of courses is taken. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and the minor. Students should contact their academic advisor or the department offering the minor for more information: [https://cronkite.asu.edu/undergrad/minor-digital-audiences](https://cronkite.asu.edu/undergrad/minor-digital-audiences).

**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](https://cronkite.asu.edu/undergrad/minor-digital-audiences).

**Contact Information**