Digital Audiences, Minor

Do you speak social media? Solidify your status as a digital professional. Learn how to strategically grow and engage audiences across websites, social networks and mobile apps. Get hands-on experience in social media campaigns, search engine optimization and analytics, and work with real clients along the way.

Description

Who are digital consumers? How can they be measured? And how can data-driven strategy better engage and grow audiences?

By exploring the users of websites, social networks and apps, and applying techniques across digital analytics, social media campaigns, 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 like Google Analytics and Facebook Audience Insights and tactics like hashtag analysis and competitive keyword research. Upon completion, students have a portfolio of real client work and the skills to strategically grow digital audiences and harness analytics to drive organizational change.

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

At a Glance

- **College/School**: Walter Cronkite School of Journalism and Mass Comm
- **Location**: Downtown Phoenix campus or online
Program Requirements

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 433: Social Media Campaigns, Engagement and Research (3)
- MCO 434: Search Engine Research and Strategy (3)
- MCO 438: Digital Audience Analysis (3)
- MCO 439: Digital Audience Growth (3)

Students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser.

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 adviser 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 adviser or the department offering the minor for more information:


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.
Career Opportunities

A minor can help students enhance the marketable skills they acquire in their major program and help them develop new skills apart from it, though most career areas do require more training than a minor alone can provide. The digital audiences minor can help students as they pursue careers in digital advertising, SEO, social media strategy and email copywriting.

Contact Information

Walter Cronkite School of Journalism and Mass Comm | CRONK 222
cronkiteadvising@asu.edu | 602-496-5055