Digital Audiences, **Minor**

CSDAUMIN

Learn how to strategically grow and engage audiences across websites, social networks and mobile apps with the minor in digital audiences. Students 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 what is known be used 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 a portfolio of real client work and 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)

2020 - 2021 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.

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

**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: [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**

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