Companies and organizations around the world have a critical and growing need to connect with audiences on digital and social media to increase impact in everything from sales to community cohesion. This program gives you the skills you need to use digital and social media to deepen impact in any industry.

Program Description

In an increasingly digital world, virtually all companies and organizations are looking for professionals who know how to grow and engage audiences online. The BS program in digital audiences prepares students to reach audiences strategically with digital content and to demonstrate measurable growth.

At a Glance

- **College/School:** Walter Cronkite School of Journalism & Mass Comm
- **Location:** online
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General

Required Courses (Major Map)

2019 - 2020 Major Map (Online)
Major Map (Archives)

Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.

**Freshman** | **Transfer** | **International** | **Readmission**

## Change of Major Requirements

A current ASU student has no additional requirements for changing majors.

Students should refer to [https://changingmajors.asu.edu/request](https://changingmajors.asu.edu/request) for information about how to change a major to this program.

## 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://changingmajors.asu.edu/request).

## Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use the [Transfer Map search](https://changingmajors.asu.edu/request) to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: [https://admission.asu.edu/transfer/pathway-programs](https://admission.asu.edu/transfer/pathway-programs).

## Global Opportunities

### Global Experience

With more than 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st-century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. [https://mystudyabroad.asu.edu](https://mystudyabroad.asu.edu)
Career Opportunities

Professionals with expertise in content strategy for digital audiences are in high demand across sectors and industries. Among the many career opportunities available are positions such as public relations specialists, news content promoters, political campaign strategists, community organizers and corporate branding specialists.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising Consultant</td>
<td>14.8%</td>
<td>$55,640</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>23.2%</td>
<td>$63,230</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>9.9%</td>
<td>$47,900</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>10.4%</td>
<td>$111,280</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>8.8%</td>
<td>$59,300</td>
</tr>
<tr>
<td>SEO Specialist</td>
<td>9.3%</td>
<td>$88,510</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook ☀ Green Occupation

Contact Information

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