Global Management (Digital Audience Strategy), MGM

A new class of hybrid jobs that combine digital skills with marketing and design has recently emerged. The concentration in digital audience strategy within the Master of Global Management, in partnership with the Cronkite School, offers students the ability to combine global management skills with digital expertise.

Program Description

Degree Awarded: MGM Global Management (Digital Audience Strategy)

Strong quantitative and qualitative research methods provide the foundation of effective digital audience strategy, and graduates of the MGM program with a concentration digital audience strategy will demonstrate the ability to conduct research to identify and reach target audiences.

Research used to identify and reach target audiences through digital audience strategy include traditional and emerging methods such as real-time website and social media audience analysis, social network analysis, search engine optimization analysis, surveys, focus groups and competitive analysis. Graduates will demonstrate skill in using a range of methods to inform strategy for specific outcomes.

This concentration is perfect for students who are interested in augmenting their digital skills in the areas of marketing, design and product development.

At a Glance
Degree Requirements

49 credit hours, a foreign language exam, including the required capstone course (TGM 597)

**Required Core (3 credit hours)**
TGM 506 Communicating and Negotiating Across Cultures (3)

**Concentration (12 credit hours)**
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 (12 credit hours)**

**Other Requirements (21 credit hours)**

foreign language
TGM 515 Navigating Global and Regional Business Environments (3)
TGM 517 Global Accounting and Financial Management (3)
TGM 545 Advanced Perspectives on Global Leadership and Strategy (3)
TGM 557 Global Data and Marketing Analytics (3)
TGM 586 Global Entrepreneurship and Sustainable Business (3)
TGM 596 Thunderbird Experiential Practicum (6)

**Culminating Experience (1 credit hour)**
TGM 597 Thunderbird Integrative Experience (1)

**Additional Curriculum Information**
For the concentration coursework, students must take MCO 561, then choose three courses from MCO 562, MCO 563, MCO 564 or MCO 565 for a total of 12 credit hours.

Electives are approved by the academic unit.

Except for TGM 596 and the foreign language requirement, other requirement courses may be substituted with approval of the academic unit.

Proficiency in a second language is required for graduation from the MGM degree program. Students whose native language is not English who meet the admission requirements for the Master of Global Management program satisfy the language requirement.
Students whose native language is English must satisfy the graduation requirement for language proficiency by waiving this requirement through an Oral Proficiency Interview administered by a third party vendor OR successfully complete six credit hours of 400 level or higher foreign language coursework as part of the program electives.

**Admission Requirements**

Applicants must fulfill the requirements of both the Graduate College and the Thunderbird School of Global Management.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any subject or 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 their 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.

Applicants are required to submit:

1. graduate admission application and application fee
2. official transcripts
3. professional resume
4. two letters of recommendation
5. GRE or GMAT score
6. 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.

**Contact Information**

Thunderbird School of Global Management | AZCTR 800
admissions.tbird@asu.edu | 602-496-7100