2018 - 2019 Minor Map
Digital Audiences

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

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 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.