### 2018 - 2019 Major Map
Digital Audiences, BS

**School/College:** Walter Cronkite School of Journalism & Mass Comm

**Location:** Online

CSDIGABS

<table>
<thead>
<tr>
<th>Term</th>
<th>Credit Hours</th>
<th>Critical course signified by</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
</table>
| **Term 1 - A** | 7 | Media and Society (SB) | 3 | C | • An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses  
  • ASU 101 or College specific equivalent First Year Seminar required of all freshman students  
  • Select your career interest area and play mc3@ASU |
| | | ASU 101-UC: The ASU Experience | 1 | C | |
| | | ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition | 3 | C | |
| **Term 1 - B** | 13 | MAT 142: College Mathematics (MA) OR Mathematics (MA) | 3 | | • View ASU Online first-time freshman registration information here.  
  • Mathematics Placement Assessment score determines placement in mathematics course |
| | | Humanities, Arts and Design (HU) | 3 | | |
| **Term 2 - A** | 19 | ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition | 3 | C | • Create a first draft resume |
| | | Social-Behavioral Sciences (SB) | 3 | | |
| **Term 2 - B** | 25 | Computer/Statistics/Quantitative Applications (CS) | 3 | | |
| | | Elective | 3 | | |
| | Complete ENG 101 or ENG 105 or ENG 107 course(s). | | | |
| **Term 3 - A** | 25 | Lower Division Literacy and Critical Inquiry (L) | 3 | | |
| | | Natural Science - Quantitative (SQ) | 4 | | |
| **Term 3 - B** | 32 | Mass Communication Elective | 3 | C | |
| | | Historical Awareness (H) | 3 | | |
| | Complete First-Year Composition requirement. | | | |
Complete Mathematics (MA) requirement.

<table>
<thead>
<tr>
<th>Term 4 - A 38 - 44 Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Science - General (SG) OR Natural Science - Quantitative (SQ)</td>
</tr>
<tr>
<td>Elective</td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

<table>
<thead>
<tr>
<th>Term 4 - B 44 - 51 Credit Hours Critical course signified by ⚫</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCO 102: Fundamentals of Coding</td>
</tr>
<tr>
<td>Cultural Diversity in the U.S. (C)</td>
</tr>
<tr>
<td>Elective</td>
</tr>
</tbody>
</table>

Term hours subtotal: 7

<table>
<thead>
<tr>
<th>Term 5 - A 51 - 57 Credit Hours Necessary course signified by ⭐</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCO 307: The Digital Audience</td>
</tr>
<tr>
<td>Elective</td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

<table>
<thead>
<tr>
<th>Term 5 - B 57 - 63 Credit Hours Necessary course signified by ⭐</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCO 436: Audience Research and Behavior</td>
</tr>
<tr>
<td>Global Awareness (G)</td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

<table>
<thead>
<tr>
<th>Term 6 - A 63 - 69 Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social-Behavioral Sciences (SB)</td>
</tr>
<tr>
<td>Elective</td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

<table>
<thead>
<tr>
<th>Term 6 - B 69 - 75 Credit Hours Necessary course signified by ⭐</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCO 437: Audience Acquisition and Engagement</td>
</tr>
<tr>
<td>Elective</td>
</tr>
<tr>
<td>Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).</td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

<table>
<thead>
<tr>
<th>Term 7 - A 75 - 81 Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities, Arts and Design (HU)</td>
</tr>
<tr>
<td>Elective</td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

<table>
<thead>
<tr>
<th>Term 7 - B 81 - 87 Credit Hours Necessary course signified by ⭐</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Division Mass Communication Elective</td>
</tr>
<tr>
<td>Upper Division Elective</td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

• Develop your professional online presence

• Use Handshake to research employment opportunities

• Complete an in person or virtual practice interview
### Term 8 - A 87 - 93 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ MCO 438: Digital Audience Analysis</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
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</tr>
</tbody>
</table>

Term hours subtotal: 6

### Term 8 - B 93 - 99 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Division Literacy and Critical Inquiry (L)</td>
<td>3</td>
<td></td>
<td>* Gather professional references</td>
</tr>
<tr>
<td>Upper Division Elective</td>
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<td></td>
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</tr>
</tbody>
</table>

Term hours subtotal: 6

### Term 9 - A 99 - 105 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper Division Elective</td>
<td>3</td>
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</tbody>
</table>

Term hours subtotal: 6

### Term 9 - B 105 - 111 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ MCO 439: Digital Audience Growth</td>
<td>3</td>
<td>C</td>
<td>* Apply for full-time career opportunities</td>
</tr>
<tr>
<td>Upper Division Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

### Term 10 - A 111 - 117 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ Upper Division Mass Communication Elective</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Upper Division Elective</td>
<td>3</td>
<td></td>
<td></td>
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</tbody>
</table>

Term hours subtotal: 6

### Term 10 - B 117 - 120 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ Upper Division Mass Communication Elective</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 3

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**Hide Course List(s)/Track Group(s)**

- Mass Communication Electives
  - MCO 240: Media Issues in American Pop Culture
  - MCO 302: Media Research Methods
  - MCO 418: History of Mass Communication (SB & H)
  - MCO 425: Digital Media Literacy I
  - MCO 430: International Mass Communication (G)
General Studies designations listed on the major map are current for the 2018 - 2019 academic year.

General Studies Awareness Requirements:
- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2018 - 2019 academic year.