

# Digital Audiences, BS

CSDIGABS

Learn how to impact any organization's digital content and audience growth with hands-on experience with real clients and real data. Launch your digital marketing career with this bachelor's degree.


## Program description

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 demonstrate measurable growth.

The program features distinct, high-value courses in which students develop strategies and tactics to grow audiences through search engine optimization, search engine marketing, paid and organic social media campaigns, and digital content creation. Through elective courses, students develop additional expertise in areas such as management, audience data and media creation. Students may also pursue internships for credit.

Students graduate from the program ready to drive audience growth, execute digital marketing and advance businesses in the digital age.

## At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [Downtown Phoenix](#) or [Online, ASU Local](#)
- **Second language requirement:** No
- **First required math course:** MAT 142 - College Mathematics  
or any math course that meets the MATH designation
- **Math intensity:** General 

## Required courses (Major Map)

[2024 - 2025 Major Map \(on-campus\)](#)

[2024 - 2025 Major Map \(online\)](#)

[Major Map \(Archives\)](#)

## Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

## Admission requirements

### General university admission requirements:

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

## Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

## Change of Major Requirements

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

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

## Attend online

### ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

### ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

## Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) 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 they help students save time and money in their college journey.

## Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Create an audience growth strategy using digital platforms.
- Use professional tools, technology, and techniques to measure audiences, content and behavior, and be prepared for analytics tasks in media careers.
- Use professional tools, technology, and techniques to evaluate effective, strategic social media campaigns and be prepared for paid and organic social media work in media careers.
- Use professional tools, technology, and techniques to evaluate effective, optimized content and campaigns for search engines, and be prepared for paid and organic search engine work in media careers.

## Global opportunities

### Global experience

Study abroad programs expose students to valuable perspectives, opinions and audiences that consume digital content. Students should consider programs that utilize experiential learning with organizations like social media agencies or PR firms in countries like Japan and the UK, where millions consume digital content every day. More information on available programs can be found on the [Global Education website](#).

## Career opportunities

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

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<u><b>Fundraising Consultant</b></u> ☀	5.2%	\$61,190
<u><b>Market Research Analyst</b></u> ☀	13.4%	\$68,230
<u><b>Marketing Associate</b></u>	1.9%	\$127,830
<u><b>Marketing Manager</b></u> ☀	6.6%	\$140,040
<u><b>Production Assistant</b></u>	4.3%	\$65,000
<u><b>Public Relations Manager (PR Manager)</b></u> ☀	5.9%	\$129,430
<u><b>Public Relations Specialist</b></u> ☀	6.1%	\$67,440
<u><b>SEO Specialist</b></u> ☀	13.4%	\$68,230

\* 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

## Contact information

Walter Cronkite School of Journalism and Mass Comm | CRONK 222  
cronkiteadvising@asu.edu | 602-496-5055