Digital Audiences, BS

Dive into the strategic side of digital media. Learn how to impact any organization's digital platform and audience growth with hands-on experience with real clients and real data. Launch your digital marketing career with a bachelor's degree in digital audiences.

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 to demonstrate measurable growth. The program features unique, high-value courses covering paid social media campaigns, search engine optimization, audience engagement and digital analytics.

At a Glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [Downtown Phoenix campus](#) or [Online, ASU Local](#)
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** Any math course that meets the MA designation.
- **Math Intensity:** General

Required Courses (Major Map)

- [2022 - 2023 Major Map (On-campus)](#)
- [2022 - 2023 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.

Change of Major Requirements

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

Students should refer to https://changemajor.apps.asu.edu 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 description and request more information here.

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. Those interested may learn more about ASU Local here.

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. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.
Global Opportunities

Global Experience
As different companies and organizations seek to influence more people around the world, understanding unique cultural perspectives is key. Study abroad exposes students to unique perspectives, opinions and audiences that consume digital content. In preparation for a 21st century career, students should look for programs that utilize experiential learning with organizations like social media companies 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. https://goglobal.asu.edu/

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.

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>14.3%</td>
<td>$59,610</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>17.7%</td>
<td>$65,810</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td></td>
<td>$133,460</td>
</tr>
<tr>
<td>Marketing Manager (PR Manager)</td>
<td>6.7%</td>
<td>$142,170</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>8.1%</td>
<td>$49,730</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>7.2%</td>
<td>$62,810</td>
</tr>
<tr>
<td>SEO Specialist</td>
<td>17.7%</td>
<td>$65,810</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

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