

# Digital Media Literacy, BA

CSDMLBA


With a degree in digital media literacy, you can become an active, informed participant of the digital world, ready to take on societal issues pertaining to media, technology, privacy and information verification.

## Program description

Organizations of all sizes, public and private, are learning to cope with unprecedented changes in how people interact with and use information. The BA program in digital media literacy prepares students to be at the forefront of the important strategic and ethical issues related to digital media, including automation, verification, security and privacy.

Graduates of the program are able to use advanced tools and tactics to analyze the context of the media people consume. They verify and interpret information to make decisions that improve their own lives and benefit the larger society.

## At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [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 \(online\)](#)

[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:

- Evaluate the accuracy and credibility of digital media sources and information.
- Participate in digital media networks actively, safely, and ethically.
- Evaluate the potential global impacts of future developments within information ecosystems.
- Evaluate the role of communication in a free society.

## Global opportunities

### Global experience

With more than 300 [Global Education program opportunities](#) available, digital media literacy students are able to tailor their experience to their specific interests and skill sets. Whether in a foreign country, in the U.S., or online, students build communication skills, learn to adapt and persevere, and are exposed to research and internships across the world, increasing their professional network.



## Career opportunities

Graduates of this program pursue a variety of professional and educational opportunities. The program's liberal arts foundation --- including critical thinking, communication, research and problem-solving --- gives students the intellectual agility to thrive in many fields. Specialization in the technical, ethical, legal, social and economic aspects of digital media is especially valuable, as employers of all sizes try to leverage digital media in serving consumers.

As organizations try to keep up with digital transformation and plan for the future, having a deep understanding of how digital ecosystems work is critical. Demand for graduates of digital media literacy in fields such as health care communication, public service and sustainability is anticipated to rise, and the U.S. Department of Labor categorizes many jobs in these areas as having a bright outlook in the job market.

Given increasing emphasis on teaching media literacy at every age level, graduates can expect to find employment opportunities in a variety of educational settings, and some students may pursue graduate school in disciplines such as education, library science, law, public policy, business, public relations, digital strategy and journalism.

Career example titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience, geographical location, and required advanced degrees or certifications may affect pay scales.

<b>Career</b>	<b>*Growth</b>	<b>*Median salary</b>
<b><u>Certified Health Education Specialist (CHES)</u></b> 	7.2%	\$59,990
<b><u>Community Specialist</u></b> 	6.5%	\$47,290
<b><u>Educator</u></b>	2.3%	\$47,650
<b><u>Library Media Specialist</u></b>	3.0%	\$61,660
<b><u>News Reporter</u></b>		\$55,960
<b><u>Production Assistant</u></b>	4.3%	\$65,000
<b><u>Public Relations Specialist</u></b> 	6.1%	\$67,440
<b><u>Religious Education Director</u></b>		\$49,380

\* 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

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