Digital Media Literacy, BA

CSDMLBA

With your interest in digital ethics and passion for media, you'll thrive with a degree in digital media literacy. Be an active, informed participant of the digital world, in this program, ready to take on societal issues around media, technology, privacy and information verification.

Program Description

Organizations of all sizes, public and private, are learning to cope with unprecedented change 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 cutting-edge tools and tactics to analyze the context of the media people consume. They are able to verify and interpret information to make decisions that improve their own lives and that benefit the larger society.

At a Glance

- **College/School:** Walter Cronkite School of Journalism and Mass Comm
- **Location:** 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)
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. 

Freshman | Transfer | International | Readmission

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
With over 250 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students who wish to acquire global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and they may apply financial aid and scholarships toward program costs.
https://goglobal.asu.edu/

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.

"Everyone's job is changing," Brookings Institution senior fellow Mark Muro told Education Week (2018) after publication of Digitalization and the American Workforce. "The ability to read and then conduct first-order analysis of digital information is highly valued in almost all work environments."

As organizations try to keep up with digital transformation and plan for the future, having a deep understanding of how digital ecosystems work will be 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 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>Certified Health Education Specialist (CHES)</td>
<td>11.4%</td>
<td>$56,500</td>
</tr>
<tr>
<td>Community Specialist</td>
<td>11.7%</td>
<td>$46,770</td>
</tr>
<tr>
<td>Occupation</td>
<td>Growth Rate</td>
<td>Average Salary</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Educator</td>
<td>4.4%</td>
<td>$41,570</td>
</tr>
<tr>
<td>Library Media Specialist</td>
<td>5.0%</td>
<td>$60,820</td>
</tr>
<tr>
<td>News Reporter</td>
<td></td>
<td>$49,300</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>8.1%</td>
<td>$49,730</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>7.2%</td>
<td>$62,810</td>
</tr>
<tr>
<td>Religious Education Director</td>
<td>3.3%</td>
<td>$45,110</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

**Contact Information**

Walter Cronkite School of Journalism and Mass Comm | CRONK 302  
cronkiteadvising@asu.edu | 602-496-5055