

# Curriculum - Digital Strategy and Audience Engagement, BS

Catalog Year: 2025 - 2026 **General Studies Gold**

Degree: Bachelor of Science, BS

College/School: [Walter Cronkite School of Journalism and Mass Comm](#)

Plan Code: CSDIGABS

Minimum credit hours: 120

Upper division minimum credit hours: 45

Requirement	Minimum Grade	Credit Hours
<b>Major Core</b>		
<b>JMC 101 Grammar for Journalists</b> <b>OR</b> <b>MCO 101 Everyday Grammar</b> Students must earn a grade of 80% or higher in JMC 101 or MCO 101.	Y	1
<b>MCO 102 Fundamentals of Coding</b>	C	1
<b>MCO 120 Media and Society (HUAD)</b>	C	3
<b>JMC 115 Civility and Community at Cronkite</b>	C	1
<b>MCO 307 The Digital Audience</b>	C	3
<b>JMC 366 Media Ethics</b> <b>OR</b> <b>MCO 366 Mass Communication Ethics</b>	C	3
<b>MCO 403 Media Law</b>	C	3
<b>MCO 433 Social Media Campaigns, Engagement and Research</b>	C	3
<b>MCO 434 Search Engine Research and Strategy</b>	C	3
<b>MCO 438 Digital Audience Analysis</b>	C	3

Requirement	Minimum Grade	Credit Hours
<b>MCO 439 Digital Audience Growth</b>	C	3
<b>Upper Division Mass Communication Electives</b>	C	3
<b>MCO 302 Media Research Methods</b>		
<b>MCO 335 Social Media Foundations</b>		
<b>MCO 375 Podcasting</b>		
<b>MCO 394 Topic: American Futures and Media</b>		
<b>MCO 394 Topic: Interview and Inquiry</b>		
<b>MCO 394 Topic: Photography for Mass Media</b>		
<b>MCO 394 Topic: Videography for Mass Media</b>		
<b>MCO 418 History of Mass Communication (SOBE)</b>		
<b>MCO 420 Strategic Sports Communication</b>		
<b>MCO 423 Media Project Management</b>		
<b>MCO 425 Digital Media Literacy I</b>		
<b>MCO 426 Digital Media Literacy II</b>		
<b>MCO 427 Misinformation and Society</b>		
<b>MCO 428 Digital Media and Freedom of Expression in the 21st Century</b>		
<b>MCO 430 International Mass Communication (GCSI)</b>		
<b>MCO 431 Media Entrepreneurship</b>		
<b>MCO 450 Visual Communication (HUAD)</b>		
<b>MCO 456 Political Communication (CIVI)</b>		
<b>MCO 460 Race, Gender, and Media (SOBE)</b>		
<b>MCO 465 Sports and Media</b>		
<b>MCO 470 Exploring the Business of Journalism</b>		

Requirement	Minimum Grade	Credit Hours
<b>MCO 473 Sex, Love, and Romance in the Mass Media</b>		
<b>MCO 484 Internship</b>		
<b>MCO 494 Topic: Advanced Media Entrepreneurship</b>		
<b>MCO 494 Topic: Data in Sports</b>		
<b>MCO 494 Topic: Media Products, Sales and Solutions</b>		
<b>MCO 494 Topic: The Evolution of TV</b>		

Students may discuss additional MCO elective options with their academic advisor.

### ASU 101 or College-Specific First-Year Seminar

ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students.

**ASU 101-CS The ASU Experience**

1

### First-Year Composition

**ENG 101 First-Year Composition AND ENG 102 First-Year Composition**

**OR ENG 105 Advanced First-Year Composition**

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**OR ENG 107 First-Year Composition AND ENG 108 First-Year Composition**

### Notes

All baccalaureate degree students must fulfill university graduation requirements, including a minimum of 120 credit hours, with at least 45 credit hours in upper-division courses.

<https://catalog.asu.edu/undergraduatereq>

All undergraduate students must complete General Studies requirements. [https://catalog.asu.edu/ug\\_gsr](https://catalog.asu.edu/ug_gsr)

Mathematics Placement Assessment score determines placement in first mathematics course.

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Students should work with their academic advisor, and consider course prerequisites, in order to complete all degree requirements in four years.

General Studies designations listed next to courses were valid for the 2025 - 2026 academic year. Please refer to the course catalog for current General Studies designations at time of class registration. General Studies credit is applied according to the designation the course carries at the time the class is taken.