













2024 - 2025 Major Map

Digital Audiences, BS

School/College: Walter Cronkite School of Journalism and Mass Comm
CSDIGABS

Term 1 0 - 13 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 JMC 101: Grammar for Journalists	1	Y	<ul style="list-style-type: none"> ASU 101-CS First-Year Seminar required of all first-year and transfer students. Activate your Handshake account and build out your profile.
 JMC 115: Civility and Community at Cronkite	1	C	
 MCO 102: Fundamentals of Coding	1	C	
 MCO 120: Media and Society (HUAD OR SB) OR JMC 110: Principles and History of Journalism (HUAD OR SB)	3	C	
ASU 101-CS: The ASU Experience	1		
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
Elective	3		
Term hours subtotal:	13		
Term 2 13 - 28 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	<ul style="list-style-type: none"> Select your Career Interest Communities and play me3@ASU. Join a student club or professional organization.
MAT 142: College Mathematics (MATH OR MA) OR Mathematics (MATH)	3		
Social and Behavioral Sciences (SOBE)	3		
Sustainability (SUST)	3		
Elective	3		
 Complete ENG 101 or ENG 105 or ENG 107 course(s).			
Term hours subtotal:	15		
Term 3 28 - 44 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
Governance and Civic Engagement (CIVI)	3		<ul style="list-style-type: none"> Students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser.
Quantitative Reasoning (QTRS)	3		
Scientific Thinking in Natural Sciences (SCIT)	4		
Complete 2 courses: Elective	6		
 Complete First-Year Composition requirement.			
 Complete Mathematics (MATH) requirement.			
Term hours subtotal:	16		
Term 4 44 - 60 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 MCO 366: Mass Communication Ethics OR JMC 366: Media Ethics	3	C	<ul style="list-style-type: none"> Develop your professional online presence.

Humanities, Arts and Design (HUAD)	3
Scientific Thinking in Natural Sciences (SCIT)	4
Complete 2 courses:	
Elective	6
Term hours subtotal:	16

Term 5 60 - 75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MCO 307: The Digital Audience	3	C	<ul style="list-style-type: none"> Due to course equivalency issues, students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser. Thinking about graduate school? Consider registering for a grad school test prep course.
Global Communities, Societies and Individuals (GCSI)	3		
Upper Division Elective	3		
Complete 2 courses:			
Elective	6		
Term hours subtotal:	15		

Term 6 75 - 90 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MCO 433: Social Media Campaigns, Engagement and Research	3	C	<ul style="list-style-type: none"> Use Handshake to research employment opportunities.
MCO 403: Media Law	3	C	
Complete 2 courses:			
Upper Division Elective	6		
Elective	3		
Term hours subtotal:	15		

Term 7 90 - 105 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MCO 434: Search Engine Research and Strategy	3	C	<ul style="list-style-type: none"> Complete an in person or virtual practice interview. Apply for full-time career opportunities.
★ MCO 438: Digital Audience Analysis	3	C	
Complete 2 courses:			
Upper Division Elective	6		
Elective	3		
Term hours subtotal:	15		

Term 8 105 - 120 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MCO 439: Digital Audience Growth	3	C	<ul style="list-style-type: none"> Gather professional references.
★ Upper Division Mass Communication Elective	3	C	
Complete 2 courses:			
Upper Division Elective	6		
American Institutions (AMIT)	3		
Term hours subtotal:	15		

Hide Course List(s)/Track Group(s)

Mass Communication Electives
MCO 240: Media Issues in American Pop Culture
MCO 302: Media Research Methods
MCO 335: Social Media Foundations
MCO 366: Mass Communication Ethics

MCO 375: Podcasting

MCO 394: Special Topics

MCO 403: Media Law

MCO 418: History of Mass Communication
(SOBE OR SB & H)

MCO 425: Digital Media Literacy I

MCO 426: Digital Media Literacy II

MCO 427: Misinformation and Society

MCO 428: Digital Media and Freedom of
Expression in the 21st Century

MCO 430: International Mass
Communication (GCSI OR G)

MCO 431: Media Entrepreneurship

MCO 450: Visual Communication (HUAD
OR HU)

MCO 456: Political Communication (CIVI
OR SB)

MCO 460: Race, Gender, and Media (SOBE
OR C)

MCO 465: Sports and Media

MCO 470: Exploring the Business of
Journalism

MCO 473: Sex, Love, and Romance in the
Mass Media (SB)

MCO 484: Internship

MCO 494: Special Topics

- **Total Hours:** 120
- **Upper Division Hours:** 45 minimum
- **University Undergraduate Graduation Requirements**

Notes:

Mathematics Placement Assessment score determines placement in first mathematics course.

General Studies designations listed next to courses on the major map were valid for the 2024 - 2025 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.