








## 2022 - 2023 Major Map

### Digital Audiences, BS

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

| Term 1 - A 0 - 7 Credit Hours  | Hours | Minimum Grade | Notes   |
|--|-------|---------------|---|
| ASU 101-UC: The ASU Experience   | 1     |               | <ul style="list-style-type: none"> <li>ASU 101 or college-specific equivalent First-Year Seminar required of all first-year and transfer students.</li> </ul>   |
| Humanities, Arts and Design (HU)   | 3     |               |   |
| Social-Behavioral Sciences (SB)  | 3     |               |   |
| Term hours subtotal:   | 7     |               |   |
| Term 1 - B 7 - 13 Credit Hours Critical course signified by     | Hours | Minimum Grade | Notes   |
|  MCO 120: Media and Society (SB)                                | 3     | C             | <ul style="list-style-type: none"> <li>Students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser.</li> <li>View ASU Online first-year student registration information <a href="#">here</a>.</li> <li>Activate your <a href="#">Handshake account</a> and build out your profile.</li> </ul> |
| ENG 101 or ENG 102: First-Year Composition OR  |       |               |   |
| ENG 105: Advanced First-Year Composition OR  | 3     | C             |   |
| ENG 107 or ENG 108: First-Year Composition   |       |               |   |
| Term hours subtotal:   | 6     |               |   |
| Term 2 - A 13 - 19 Credit Hours  | Hours | Minimum Grade | Notes   |
| ENG 101 or ENG 102: First-Year Composition OR  |       |               | <ul style="list-style-type: none"> <li>Select your <a href="#">Career Interest Communities</a> and play <a href="#">me3@ASU</a></li> </ul>  |
| ENG 105: Advanced First-Year Composition OR  | 3     | C             |   |
| ENG 107 or ENG 108: First-Year Composition   |       |               |   |
| Historical Awareness (H)   | 3     |               |   |
| Term hours subtotal:   | 6     |               |   |
| Term 2 - B 19 - 25 Credit Hours Critical course signified by  | Hours | Minimum Grade | Notes   |
| Mathematics (MA) ( MAT 142 recommended)  | 3     |               | <ul style="list-style-type: none"> <li>Create a first draft <a href="#">resume</a>.</li> <li>Join a <a href="#">student club</a> or professional organization</li> </ul>  |
| Elective   | 3     |               |   |
|  Complete ENG 101 or ENG 105 or ENG 107 course(s).            |       |               |   |
| Term hours subtotal:   | 6     |               |   |
| Term 3 - A 25 - 32 Credit Hours  | Hours | Minimum Grade | Notes   |
| Natural Science - Quantitative (SQ)  | 4     |               |   |
| Elective   | 3     |               |   |
| Term hours subtotal:   | 7     |               |   |
| Term 3 - B 32 - 38 Credit Hours Critical course signified by  | Hours | Minimum Grade | Notes   |
|  MCO 102: Fundamentals of Coding                              | 1     | C             | <ul style="list-style-type: none"> <li>Courses you are taking now will impact your eligibility for certain Professional</li> </ul>  |
| Computer/Statistics/Quantitative Applications (CS)   | 3     |               |   |
| Elective   | 2     |               |   |
|  Complete First-Year Composition requirement.                 |       |               |   |

❗ Complete Mathematics (MA) requirement.

Term hours subtotal: 6

Programs. Please consult with your academic adviser to make sure you are on the right track to achieve your goal.

- Develop your **skills**

| Term 4 - A 38 - 45 Credit Hours                                       | Hours | Minimum Grade | Notes |
|---|-------|---------------|-------|
| Mass Communication Elective   | 3     | C             |       |
| Natural Science - General (SG) OR Natural Science - Quantitative (SQ) | 4     |               |       |
| Term hours subtotal:  | 7     |               |       |

| Term 4 - B 45 - 51 Credit Hours Critical course signified by ❗ | Hours | Minimum Grade | Notes   |
|--|-------|---------------|---|
| ❗ Literacy and Critical Inquiry (L)                            | 3     |               |   |
| Cultural Diversity in the U.S. (C)                             | 3     |               |   |
| Term hours subtotal:   | 6     |               | <ul style="list-style-type: none"> <li>• Develop your <b>professional online presence</b></li> <li>• Explore careers and internship opportunities through <b>Cronkite Career Services</b>.</li> </ul> |

| Term 5 - A 51 - 57 Credit Hours Necessary course signified by ★ | Hours | Minimum Grade | Notes  |
|---|-------|---------------|--|
| ★ MCO 307: The Digital Audience                                 | 3     | C             |  |
| Elective  | 3     |               |  |
| Term hours subtotal:  | 6     |               | <ul style="list-style-type: none"> <li>• Due to course equivalency issues, students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser</li> </ul> |

| Term 5 - B 57 - 63 Credit Hours | Hours | Minimum Grade | Notes   |
|---------------------------------|-------|---------------|---|
| Global Awareness (G)            | 3     |               |   |
| Elective                        | 3     |               |   |
| Term hours subtotal:            | 6     |               | <ul style="list-style-type: none"> <li>• Due to course equivalency issues, students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser</li> <li>• Thinking about graduate school? Consider registering for a grad school <b>test prep course</b>.</li> </ul> |

| Term 6 - A 63 - 69 Credit Hours  | Hours | Minimum Grade | Notes   |
|----------------------------------|-------|---------------|---|
| Humanities, Arts and Design (HU) | 3     |               |   |
| Elective                         | 3     |               |   |
| Term hours subtotal:             | 6     |               | <ul style="list-style-type: none"> <li>• Use Handshake to research <b>employment opportunities</b></li> </ul> |

| Term 6 - B 69 - 75 Credit Hours Necessary course signified by ★  | Hours | Minimum Grade | Notes |
|--|-------|---------------|-------|
| ★ MCO 433: Social Media Campaigns, Engagement and Research   | 3     | C             |       |
| Elective   | 3     |               |       |
| ★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s). |       |               |       |
| Term hours subtotal:   | 6     |               |       |

| Term 7 - A 75 - 81 Credit Hours Necessary course signified by ★ | Hours | Minimum Grade | Notes  |
|---|-------|---------------|--|
| ★ MCO 434: Search Engine Research and Strategy                  | 3     | C             |  |
| Elective  | 3     |               |  |
| Term hours subtotal:  | 6     |               | <ul style="list-style-type: none"> <li>• Complete an in person or virtual <b>practice interview</b></li> </ul> |

| Term 7 - B 81 - 87 Credit Hours <b>Necessary course signified by</b> ★                            | Hours | Minimum Grade | Notes                                      |
|---|-------|---------------|--|
| ★ Upper Division Mass Communication Elective  | 3     | C             | • Apply for full-time career opportunities |
| Upper Division Elective   | 3     |               |  |
| Term hours subtotal:  | 6     |               |  |
| Term 8 - A 87 - 93 Credit Hours <b>Necessary course signified by</b> ★                            | Hours | Minimum Grade | Notes                                      |
| ★ MCO 438: Digital Audience Analysis  | 3     | C             |  |
| Elective  | 3     |               |  |
| Term hours subtotal:  | 6     |               |  |
| Term 8 - B 93 - 99 Credit Hours   | Hours | Minimum Grade | Notes                                      |
| Upper Division Literacy and Critical Inquiry (L)  | 3     |               | • Gather professional references           |
| Upper Division Elective   | 3     |               |  |
| Term hours subtotal:  | 6     |               |  |
| Term 9 - A 99 - 105 Credit Hours  | Hours | Minimum Grade | Notes                                      |
| Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB) | 3     |               |  |
| Upper Division Elective   | 3     |               |  |
| Term hours subtotal:  | 6     |               |  |
| Term 9 - B 105 - 111 Credit Hours <b>Necessary course signified by</b> ★                          | Hours | Minimum Grade | Notes                                      |
| ★ MCO 439: Digital Audience Growth  | 3     | C             |  |
| Upper Division Elective   | 3     |               |  |
| Term hours subtotal:  | 6     |               |  |
| Term 10 - A 111 - 117 Credit Hours <b>Necessary course signified by</b> ★                         | Hours | Minimum Grade | Notes                                      |
| ★ Upper Division Mass Communication Elective  | 3     | C             |  |
| Upper Division Elective   | 3     |               |  |
| Term hours subtotal:  | 6     |               |  |
| Term 10 - B 117 - 120 Credit Hours <b>Necessary course signified by</b> ★                         | Hours | Minimum Grade | Notes                                      |
| ★ Upper Division Mass Communication Elective  | 3     | C             |  |
| Term hours subtotal:  | 3     |               |  |

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

|   |
|---|
| Mass Communication Electives                  |
| MCO 101: Everyday Grammar                     |
| MCO 240: Media Issues in American Pop Culture |
| MCO 302: Media Research Methods               |
| MCO 335: Social Media                         |
| MCO 366: Media Ethics and Diversity           |

MCO 403: Media Law

MCO 418: History of Mass Communication  
(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 (G)

MCO 431: Media Entrepreneurship

MCO 450: Visual Communication (HU)

MCO 456: Political Communication (SB)

MCO 460: Race, Gender, and Media (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 494: Special Topics

#### Notes:

- First-Year Composition: All students are placed in ENG 101 unless submission of SAT, ACT, Accuplacer, IELTS, or TOEFL score, or college-level transfer credit or test credit equivalent to ASU's first-year composition course(s), determine otherwise. Students on Polytechnic, Downtown Phoenix and West Campuses are encouraged to complete the Directed Self-Placement survey to choose the first-year composition option they believe best suits their needs. Visit: <https://cisa.asu.edu/DSP>
- Mathematics Placement Assessment score determines placement in first mathematics course.

**Total Hours:** 120

**Upper Division Hours:** 45 minimum

**Major GPA:** 2.00 minimum

**Cumulative GPA:** 2.00 minimum

**Total hrs at ASU:** 30 minimum

**Hrs Resident Credit for**

**Academic Recognition:** 56 minimum

**Total Community College Hrs:** 64 maximum

#### General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

#### First-Year Composition

General Studies designations listed next to courses on the major map were valid for the 2022 - 2023 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.