











2023 - 2024 Major Map

Digital Audiences, BS

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

Term 1 - A 0 - 8 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 JMC 101: Grammar for Journalists	1	B-	<ul style="list-style-type: none"> ASU 101 or college-specific equivalent First-Year Seminar required of all first-year and transfer students.
 MCO 120: Media and Society (SB)	3	C	
ASU 101-UC: The ASU Experience	1		
Humanities, Arts and Design (HU)	3		
Term hours subtotal:	8		
Term 1 - B 8 - 13 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 JMC 115: Diversity and Civility at Cronkite	1	C	<ul style="list-style-type: none"> View ASU Online first-year student registration information here. Activate your Handshake account and build out your profile.
 MCO 102: Fundamentals of Coding	1	C	
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:	5		
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"> Select your Career Interest Communities and play me3@ASU.
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 - 26 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
Natural Science - Quantitative (SQ)	4		<ul style="list-style-type: none"> Create a first draft resume. Join a student club or professional organization.
Elective	3		
 Complete ENG 101 or ENG 105 or ENG 107 course(s).			
Term hours subtotal:	7		
Term 3 - A 26 - 32 Credit Hours	Hours	Minimum Grade	Notes
Mathematics (MA) (MAT 142 recommended)	3		<ul style="list-style-type: none"> Students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser.
Elective	3		
Term hours subtotal:	6		
Term 3 - B 32 - 38 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
Computer/Statistics/Quantitative Applications (CS)	3		<ul style="list-style-type: none"> Develop your career skills: practice interviews, resume building, career development, and more.
Social-Behavioral Sciences (SB)	3		
 Complete First-Year Composition requirement.			

❗ Complete Mathematics (MA) requirement.

Term hours subtotal: 6

Term 4 - A 38 - 45 Credit Hours Critical course signified by ❗	Hours	Minimum Grade	Notes
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❗ MCO 366: Media Ethics and Diversity

3 C

Natural Science - General (SG) OR Natural Science - Quantitative (SQ)

4

Term hours subtotal: 7

Term 4 - B 45 - 51 Credit Hours	Hours	Minimum Grade	Notes
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Cultural Diversity in the U.S. (C)

3

Literacy and Critical Inquiry (L)

3

Term hours subtotal: 6

- Develop your **professional online presence**.

Term 5 - A 51 - 57 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ MCO 307: The Digital Audience

3 C

Elective

3

Term hours subtotal: 6

- Due to course equivalency issues, students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser.

Term 5 - B 57 - 63 Credit Hours	Hours	Minimum Grade	Notes
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Global Awareness (G)

3

Elective

3

Term hours subtotal: 6

- Due to course equivalency issues, students interested in pursuing graduate programs in Digital Audiences should consult their academic adviser.

Term 6 - A 63 - 69 Credit Hours	Hours	Minimum Grade	Notes
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Humanities, Arts and Design (HU)

3

Elective

3

Term hours subtotal: 6

- Use Handshake to research **employment opportunities**.

Term 6 - B 69 - 75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ 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
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★ MCO 434: Search Engine Research and Strategy

3 C

Elective

3

Term hours subtotal: 6

Term 7 - B 81 - 87 Credit Hours	Hours	Minimum Grade	Notes
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MCO 403: Media Law

3 C

Upper Division Elective

3

Term hours subtotal: 6

- Apply for **full-time career opportunities**

Term 8 - A 87 - 93 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MCO 438: Digital Audience Analysis	3	C	<ul style="list-style-type: none"> Thinking about graduate school? Consider registering for a grad school test prep course.
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		<ul style="list-style-type: none"> Gather professional references.
Upper Division Elective	3		
Term hours subtotal:	6		
Term 9 - A 99 - 105 Credit Hours	Hours	Minimum Grade	Notes
Social-Behavioral Sciences (SB)	3		
Upper Division Elective	3		
Term hours subtotal:	6		
Term 9 - B 105 - 111 Credit Hours Necessary course signified by ★	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 Necessary course signified by ★	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	Hours	Minimum Grade	Notes
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
Term hours subtotal:	3		

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

Mass Communication Electives
MCO 302: Media Research Methods
MCO 335: Social Media Foundations
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 484: Internship

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 2023 - 2024 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.