











2024 - 2025 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	Y	<ul style="list-style-type: none"> ASU 101-CS First-Year Seminar required of all first-year and transfer students.
ASU 101-CS: The ASU Experience	1		
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			
Humanities, Arts and Design (HUAD)	3		
Term hours subtotal:	8		
Term 1 - B 8 - 13 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 JMC 115: Civility and Community 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	
 MCO 120: Media and Society (HUAD OR SB)	3	C	
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			
Sustainability (SUST)	3		
Term hours subtotal:	6		
Term 2 - B 19 - 26 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
Scientific Thinking in Natural Sciences (SCIT)	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 (MATH)	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
Quantitative Reasoning (QTRS)	3		<ul style="list-style-type: none"> Develop your career skills: practice interviews, resume building, career development, and more.
Governance and Civic Engagement (CIVI)	3		
 Complete First-Year Composition requirement.			

❗ Complete Mathematics (MATH) 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: Mass Communication Ethics

3 C

Scientific Thinking in Natural Sciences (SCIT)

4

Term hours subtotal: 7

Term 4 - B 45 - 51 Credit Hours	Hours	Minimum Grade	Notes
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Social and Behavioral Sciences (SOBE)

3

Elective

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 Communities, Societies and Individuals (GCSI)

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 Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ MCO 433: Social Media Campaigns, Engagement and Research

3 C

Elective

3

Term hours subtotal: 6

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

Term 6 - B 69 - 75 Credit Hours	Hours	Minimum Grade	Notes
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Complete 2 courses:

Elective

6

Term hours subtotal: 6

Term 7 - A 75 - 81 Credit Hours	Hours	Minimum Grade	Notes
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MCO 403: Media Law

3 C

Elective

3

Term hours subtotal: 6

Term 7 - B 81 - 87 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ MCO 434: Search Engine Research and Strategy

3 C

Upper Division Elective

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Term hours subtotal: 6

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

Term 8 - A 87 - 93 Credit Hours	Hours	Minimum Grade	Notes
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Elective	3
Upper Division Elective	3
Term hours subtotal:	6

- Thinking about graduate school?
Consider registering for a grad school **test prep course**.

Term 8 - B 93 - 99 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ MCO 438: Digital Audience Analysis	3	C	
Upper Division Elective	3		
Term hours subtotal:	6		

- Gather **professional references**.

Term 9 - A 99 - 105 Credit Hours	Hours	Minimum Grade	Notes
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American Institutions (AMIT)	3		
Upper Division Elective	3		
Term hours subtotal:	6		

Term 9 - B 105 - 111 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ 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
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★ 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
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Upper Division Elective	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: 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.