

# Digital Audiences (Graduate Certificate)

CSDASGRCT

Gain hands-on experience in audience research, campaign management and professional techniques, and boost your credibility in digital marketing and strategy.

## Program description

### Degree awarded: Certificate Digital Audiences (certificate)

The graduate certificate in digital audiences prepares students to drive audience growth and engagement in any industry.

Students learn to measure and analyze how consumers interact with content online, on social media and on mobile devices. Using those measurement skills, students develop strategies and tactics to grow audiences through search engine optimization, search engine marketing, paid and organic social media campaigns, and digital analytics.

This program is designed for professionals who want to develop new skills, take on new responsibilities or more effectively promote their work.

### Los Angeles location

Students interested in using GI Bill® benefits should consider another ASU campus.

GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs. More information about education benefits offered by VA is available at the official U.S. government website at

<https://www.benefits.va.gov/gibill/>.

## At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [ASU at Los Angeles](#) or [Online](#)

## Degree requirements

15 credit hours

### **Required Core (15 credit hours)**

MCO 561 Defining the Digital Audience (3)

MCO 562 Search Engine Strategy for Digital Audience Acquisition (3)

MCO 563 Social Media Campaigns and Engagement (3)

MCO 564 Digital Audience Research and Behavior (3)

MCO 565 Digital Audience Analytics (3)

## **Admission requirements**

Applicants must fulfill the requirements of both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in communications, political science, business or a related field from a regionally accredited institution. Admission to this program is limited to students who do not have an undergraduate degree or minor in digital audiences.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. professional resume
4. proof of English proficiency

### **Additional Application Information**

An applicant whose native language is not English must provide [proof of English proficiency](#) regardless of their current residency. TOEFL scores must be at least 100 for the internet-based TOEFL (iBT).

## **Tuition information**

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

## **Attend online**

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

## Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Able to use professional tools, technology and techniques to develop audiences, content and behavior, and be prepared for analytics tasks in media careers.
- Able to use professional tools, technology and techniques to create effective, strategic social media campaigns and be prepared for paid and organic social media work in media careers.
- Able to use professional tools, technology techniques and audience research to create effective, optimized content and campaigns for search engines, and be prepared for paid and organic search engine work in media careers.

## Career opportunities

Those with a graduate certificate in digital audiences can help advance knowledge of the digital sector. Students who complete the digital audiences graduate certificate are able to pursue careers in digital marketing, communications, digital strategy and social media.

Careers in this field include:

- digital marketer
- marketing associate
- market research analyst
- SEO specialist
- social media specialist

## Contact information

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