

Digital Audience Strategy, MS

CSDASMS

Admission to this program is limited to students who do not have an undergraduate degree or minor in digital audiences.

Accelerate your career in marketing and communications with smart, data-driven digital strategies. Learn and harness analytics, SEO, paid and organic social media campaigns, audience research and strategy development in this master's degree program offered both online and in Los Angeles.

Program description

Degree awarded: MS Digital Audience Strategy

The MS program in digital audience strategy prepares students to design and execute digital strategies that connect audiences to goals through a data-driven, multidisciplinary, hands-on curriculum.

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 content creation. They work with clients to develop, test and execute audience growth strategies in real time.

Through required coursework in media law and entrepreneurship, students learn to make sound business decisions regarding consumer privacy, digital data security and community engagement. Through elective courses, students develop additional expertise in areas such as management, audience data and intellectual property. Graduate students may also pursue an internship for elective credit.

Students graduate from the program ready to drive audience growth, lead digital marketing and further business development in the digital age.

The Master of Science in digital audience strategy is offered as an accelerated bachelor's plus master's degree with the [BA in journalism and mass communication](#). Interested students should visit [Cronkite's accelerated master's program](#) page to learn about eligibility requirements and review [how to apply](#).

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](#)

Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an **accelerated bachelor's plus master's degree** with:

[Journalism and Mass Communication, BA](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

Degree requirements

30 credit hours including the required capstone course (MCO 566)

Required Core (21 credit hours)

MCO 506 Media Law for Strategic Communication (3)

MCO 556 Media Entrepreneurship (3)

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)

Electives or Internship (6 credit hours)

Culminating Experience (3 credit hours)

MCO 566 Digital Audience Management (3)

Additional Curriculum Information

For electives or internship, students should see the academic unit for the approved course list. Other coursework may be used with the approval of the academic unit.

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 journalism, communications, public relations or a related field from a regionally accredited institution.

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. personal statement of intent
4. professional resume
5. 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 TOEFL iBT.

In 300 to 500 words, the personal statement of intent should describe the applicant's interest in the Master of Science program in digital audience strategy, explain how previous academic or professional experience will inform the applicant's work in the program, and how the program will help achieve personal or career goals of the applicant.

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:

- Lead audience growth strategies using digital platforms.
- 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.
- 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.

Global opportunities

Global experience

Studying abroad is possible for graduate students. There are more than 50 program opportunities, with programs on every continent. Faculty-directed programs tend to be the best fit for graduate students; taking courses with ASU professors over the summer or during academic breaks offers students close mentorship and professional network growth in many fields of study while they earn ASU credit. Exchange program participation is also possible with careful planning. Students can find more information on the [Global Education Office](#) website.

Career opportunities

The digital field is rapidly growing and true experts are highly sought after. The Master of Science program in digital audience strategy equips students with the knowledge and skills they need to launch a new career in digital marketing, content creation, social media and SEO. Graduates are empowered and ready to accelerate their current communications career, able to step into leadership positions to steer digital marketing and communications teams.

Careers in this field include:

- marketing associate
- marketing manager
- market research analyst

- SEO specialist

Contact information

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