

Digital Audiences, Minor

CSDAUMIN

Work with real clients while learning the tools and techniques that will solidify your status as a digital professional who can strategically grow and engage audiences.

Description

Who are digital consumers? How can they be measured? And how can data-driven strategy better engage and grow audiences?

By exploring the users of websites, social networks, and apps and applying techniques across digital analytics, social media, network analysis, search engine optimization and search engine marketing, students who pursue the digital audiences minor gain a rich understanding of how to acquire and engage audiences with digital content and campaigns.

The program uses real cases from real brands and organizations to explore tools like Google Analytics and Meta Ads, and tactics like conversation analysis, competitive keyword research and digital advertising. Upon completion, students have a portfolio of real client work and the skills to strategically grow digital audiences and harness analytics to drive organizational change.

At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [Downtown Phoenix](#) or [Online](#)

Program requirements

[2024 - 2025 Minor Map](#)

[Minor Map \(Archives\)](#)

Students must complete MCO 307 first. In order to enroll in the course, students must have a 2.00 cumulative GPA.

To be awarded the minor, students must earn a "C" or better in all courses.

Required Courses -- 15 credit hours

[MCO 307: The Digital Audience](#) (3)

[MCO 433: Social Media Campaigns, Engagement and Research](#) (3)

[MCO 434: Search Engine Research and Strategy](#) (3)

[MCO 438: Digital Audience Analysis](#) (3)

[MCO 439: Digital Audience Growth](#) (3)

Students interested in pursuing graduate programs in digital audiences should consult their academic adviser.

Prerequisite courses may be needed in order to complete the requirements of this minor.

Enrollment requirements

GPA Requirement: 2.00

Incompatible Majors: BS in digital audiences

Other Enrollment Requirements: None

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and the minor. Students should contact their academic advisor or the [Cronkite School advising department](#) for more information.

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.

Global opportunities

Global experience

Study abroad programs expose students to valuable perspectives, opinions and audiences that consume digital content. Students should consider programs that utilize experiential learning with organizations like social media companies or communication agencies in countries like Japan and the UK, where

millions consume digital content every day. More information on available programs can be found on the [Global Education website](#).

Career opportunities

The digital audiences minor can help students as they pursue careers in digital advertising, SEO, social media strategy and email marketing, or roles in communication, marketing, engagement and strategy at organizations in their major fields.

Contact information

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