

Media Content Creation, Minor

CSMCCMIN

Do you dream of inspiring and influencing audiences with compelling content? Learn how to produce engaging media that drives your message forward.

Description

Engaging media content captures audiences' attention, connects communities to important information, and converts users into brand enthusiasts and loyal customers. The minor program in media content creation develops students' ability to create high-quality content that gets seen and shared, connecting any idea to mass audiences.

Students in this minor pursue coursework across a variety of media skills and techniques, including:

- immersive media
- media project management
- podcasting and audio production
- static and motion graphic design
- studio production
- videography and photography
- writing and editing

At a glance

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

Program requirements

[2024 - 2025 Minor Map](#)

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

Students must complete 15 credit hours (of which at least nine must be upper division) from the list below with a grade of "C" (2.00) or better in each course.

Media Content Creation Electives -- 15 credit hours

- AME 210: Media Editing (3)
- AME 434: Machine Learning for Media Arts (3)
- FMP 255: Media Authorship (QTRS OR CS) (3)
- JMC 120: Studio Production (1)
- JMC 305: Multimedia Journalism or JMC 306: Sports Multimedia Journalism (3)
- JMC 414: Digital Graphic Design (3)
- JMC 448: Non-Narrative Video Storytelling (3)
- JMC 494: Immersive Media Storytelling (3)
- JMC 494: Innovation & Entrepreneurship Individual Projects (3)
- JMC 498: Los Angeles Content Studio (3)
- MCO 101: Everyday Grammar (1)
- MCO 102: Fundamentals of Coding (1)
- MCO 120: Media and Society (HUAD OR SB) (3)
- MCO 294: Vocal Delivery and Presence (1)
- MCO 307: The Digital Audience (3)
- MCO 375: Podcasting (3)
- MCO 394: Interview and Inquiry (3)
- MCO 394: Photography for Mass Media (3)
- MCO 394: Videography for Mass Media (3)
- MCO 425: Digital Media Literacy I (3)
- MCO 426: Digital Media Literacy II (3)
- MCO 431: Media Entrepreneurship (3)
- MCO 494: Advanced Media Entrepreneurship (3)
- MCO 494: Foundations of Storytelling (1)
- MCO 494: Media Project Management (3)

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

Enrollment requirements

GPA Requirement: 2.50

Incompatible Majors: BA in journalism and mass communication; BA in sports journalism

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 minor.

Global opportunities

Global experience

Students may participate in media project-based study abroad experiences and minor courses delivered globally. Cronkite media creation courses have been taught in England, Rwanda, Costa Rica, Brazil and beyond. With more than 300 [Global Education program opportunities](#) available, media content creation students are able to tailor their experience to their unique interests and skill sets. Whether in a foreign country, in the U.S., or online, students build communication skills, learn to adapt and persevere, and are exposed to research and internships across the world, increasing their professional network.

Career opportunities

Through this minor, students complement their major plan of study by expanding their capacity to create compelling content for clients, agencies, teams, businesses and their personal brands.

Graduates with media content creation skills pursue a variety of professional roles including:

- brand ambassador
- content creator
- content strategist
- podcaster
- subject matter expert
- thought leader
- videographer

Contact information

[Walter Cronkite School of Journalism and Mass Comm](#) | CRONK 302
cronkiteadvising@asu.edu | 602-496-5555