



Arizona State University (Downtown Phoenix)

Digital Audiences, BS

Study details

Course type: Bachelor's degree

Degree: Digital Audiences, BS CSDIGABS

Study mode: Full time

Duration: 48 Month

Cost of study

Cost : 35 430 USD

Reg. fee : 85 USD

Scholarship :

Insurance : 2 765 USD

Intake/s

Jan/May/Aug

Requirements

Academic requirements

First-year students must:

- Have a 3.00 grade point average (GPA) (a "B" or better where "A"=4.00) from a secondary school. Some ASU programs may have higher admission or English proficiency requirements and may consider a minimum ACT or SAT score.
- Must have three years of high school coursework. (If you are currently in high school, ASU needs to see 9–11 grade coursework. If you have completed high school, ASU needs to see 10–12 grade coursework.)
- Must have and present a completed high school diploma or certificate.

Conditional admission

ASU may offer conditional undergraduate admission to international applicants to an on-campus program who meet the academic (aptitude) requirements but who are not proficient in English. This offer of conditional admission will give you time to improve your English proficiency before you start classes at ASU. Your conditional admission offer is good for up to three semesters, during which time you must meet one of these requirements to begin your ASU experience.

Competency requirements

International students who completed high school outside the U.S. are required to meet the following competency requirements:

- Math: four years (algebra I, geometry, algebra II and one course requiring algebra II as a prerequisite).

- Laboratory science: three years total (one year each from any of the following areas are accepted: biology, chemistry, earth science, integrated sciences and physics).

Provide evidence of English language proficiency (TOEFL 61)

Accommodation

Provided by partner agencies

Speciality

STEM-OPT for international students on F-1 visas

This program may be eligible for an Optional Practical Training extension for up to 24 months. This OPT work authorization period may help international students gain skills and experience in the U.S. Those interested in an OPT extension should review ASU degrees that qualify for the STEM-OPT extension at ASU's International Students and Scholars Center website.

The OPT extension only applies to students on an F-1 visa and does not apply to students completing a degree through ASU Online.

Available online

Additional information

Program description

Virtually all companies and organizations are looking for professionals who know how to grow and engage audiences online. The BS program in digital audiences prepares students to reach audiences strategically with digital content and demonstrate measurable growth.

The program features distinct, high-value courses in which 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. Through elective courses, students develop additional expertise in areas such as management, audience data and media creation. Students may also pursue internships for credit.

Students graduate from the program ready to drive audience growth, execute digital marketing and advance businesses in the digital age.

Concurrent program options

Students pursuing concurrent degrees (also known as a “double major”) earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

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 agencies or PR firms 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

Professionals with expertise in digital content strategy are in high demand across sectors and industries. Among the many career opportunities available are positions such as digital strategists, social media managers, public relations specialists, engagement managers, digital news editors, political campaign strategists, digital marketers, community organizers and corporate branding specialists.