



## Arizona State University (Downtown Phoenix)

### Global Management (Digital Audience Strategy), MGM

#### Study details

**Course type:** Master's degree

**Degree:** Global Management (Digital Audience Strategy), MGM TBGMDASMGM

**Study mode:** Full time

**Duration:** 24 Month

#### Cost of study

**Cost :** 35 000 USD

**Reg. fee :** 115 USD

**Scholarship :**

**Insurance :** 1 765 USD

#### Intake/s

Jan/May/Aug

#### Requirements

##### Admission requirements

- Applicants must fulfill the requirements of both the Graduate College and the Thunderbird School of Global Management.
- Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any subject or 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 applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Applicants are required to submit:

1. graduate admission application and application fee
2. official transcripts
3. resume
4. essay response to application question
5. one professional or academic reference
6. interview
7. proof of English proficiency

#### Additional Application Information

An applicant whose native language is not English must provide proof of English proficiency (*TOEFL 100 (no band below 20) (IELTS 7.0 at least 6.5 in all skills)*) regardless of their current residency.

The resume should demonstrate the applicant's professional and academic history.

An interview is required. Final applicants may be asked to attend an additional interview.

## Accommodation

Provided by partner agencies;

On-campus housing and meals \$18,933

## Additional information

### Program description

Degree awarded: MGM Global Management (Digital Audience Strategy)

The MGM degree program with a concentration in digital audience strategy is designed for students who are interested in augmenting their digital skills in the areas of marketing, design and product development to complement a strong core of global leadership and management skills. Offered in collaboration with the Walter Cronkite School of Journalism and Mass Communication, this program enables students to combine digital expertise with the global management skills found in graduates of the traditional Master of Global Management program.

The research approaches used to identify and reach target audiences through digital audience strategy include traditional and emerging methods, such as real-time website and social media audience analysis, social network analysis, search engine optimization analysis, surveys, focus groups and competitive analysis. Graduates master a range of methods to inform strategy for specific outcomes.

### 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:

- Asia Studies (East Asia), BA
- Asia Studies (South Asia), BA
- Asia Studies (Southeast Asia), BA
- Biological Sciences, BS
- Biological Sciences (Biology and Society), BS
- Biological Sciences (Genetics, Cell and Developmental Biology), BS
- Biological Sciences (Neurobiology, Physiology and Behavior), BS
- Business (Agribusiness Innovation and Technology), BA
- Business (Business Administration), BA
- Business (Communication), BA
- Business (Food Industry Management), BA
- Business (Global Logistics Management), BA
- Business (Global Politics), BA
- Business (Health Care), BA

- Business (Information Security), BA
- Business (Language and Culture), BA
- Business (Law), BA
- Business (Public Service and Public Policy), BA
- Business (Sports Business), BA
- Business (Statistics), BA
- Business (Sustainability), BA
- Business (Technology), BA
- Business (Tourism), BA
- Business Data Analytics, BS
- Business Entrepreneurship, BS
- Economics, BS
- Engineering Management, BSE
- Finance, BS
- Global Health, BA
- Global Management, BGM
- History, BA
- Industrial Design, BSD
- Industrial Engineering, BSE
- Informatics, BS
- International Trade, BS
- Jewish Studies, BA
- Liberal Studies, BA
- Management, BS
- Marketing, BS
- Marketing (Digital and Integrated Marketing Communications), BS
- Marketing (Professional Sales), BS
- Microbiology, BS
- Philosophy, BA
- Philosophy (Morality, Politics and Law), BA
- Religious Studies (Religion, Culture and Public Life), BA
- Religious Studies (Religion, Politics and Global Affairs), BA
- Supply Chain Management, BS

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.

## 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:

- Develop the ability to build sustainable and trusting relationships with others from diverse parts of the world.
- Apply strategies and tactics for acquiring and engaging audiences in the digital sphere.
- Develop the ability to inspire others in a global world.

## Global opportunities

Global experience

Students in Thunderbird's Master of Global Management program have unique opportunities to apply and hone their learning in international settings. Experiential learning exposes students to actual problems faced by leaders of multinational businesses and governmental or nonprofit organizations that operate on an international level.

Working with Thunderbird professors, their fellow students, alumni and corporate partners, students master and apply global management principles and concepts to meet real business challenges through special courses, labs and projects. Thunderbird offers a wide variety of experiential learning engagements, giving students the ability to solve real-world challenges by collaborating with the school's corporate partners around the world. Some options include the following:

## **Global Field Seminars**

This one- or two-week seminar exposes students to the dynamics and nuances of doing business in a focused region of the world. Teams of students go on company site visits and attend high-level meetings and presentations with business, government and cultural leaders, as well as with Thunderbird alumni. Students gain invaluable hands-on experience while expanding their global business skills, enabling them to become major assets to any organization they join after graduating.

## **Thunderbird Global Challenge Laboratories**

This is a client-facing, project-based course built on a six- to seven-week immersion assignment in a key emerging or advanced market. Projects take students to destinations all over the world. They are tailored to the business needs of the client and challenge students to provide sophisticated data and market analysis, strategy recommendations, and plans for sustained growth that are both practical and effective.

## **Career opportunities**

Career examples include positions as:

- instructional designers and technologists
- intelligence analysts
- management analysts
- marketing managers
- market research analysts and marketing specialists
- sales managers