

# **Arizona State University**

# GRADUATE STUDENT HANDBOOK Master of Mass Communication Master of Arts in Investigative Journalism Master of Arts in Sports Journalism 2019-2020

Arizona State University
Walter Cronkite School of Journalism and Mass Communication
555 N. Central Ave.
Phoenix, AZ 85004
602-496-5055
cronkitegrad@asu.edu

http://cronkite.asu.edu



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# **INTRODUCTION**

Welcome to the Walter Cronkite School of Journalism and Mass Communication at Arizona State University!

You have come to a remarkable place at a remarkable time.

The media world is changing rapidly, and we are in need of deep reporting and bold innovation more than ever. The Cronkite School will prepare you to be a leader in this time of great opportunity.

This handbook lays the foundation for your success at the Cronkite School. It sets shared expectations for ourselves as journalists and as a community of learners. It also outlines the standards and policies set by the Cronkite School and ASU's <u>Graduate College</u>.

Read it. Save it. Ask questions about it if policies seem unclear. It is your responsibility to make sure you are following it in letter and in spirit.

I look forward to working with you to achieve your goals at the Cronkite School and beyond.

Sincerely,

Rebecca Blatt Assistant Dean



# **GRADUATE STUDENT PLEDGE**

I,	, commit myself to meeting the highest standards of ence, ethics and integrity, according to:
•	The Society for Professional Journalists Code of Ethics Cronkite School Academic Integrity Policy Cronkite Social Media Guidelines This Graduate Student Handbook
By sign	ning below, I also affirm the following:
1.	I take pride in my work. I dedicate myself to developing as a journalist, multimedia storyteller and industry leader.
2.	I take pride in my professionalism. I show up on time, meet deadlines, communicate clearly and openly, cultivate enthusiasm and give maximum effort to my work.
3.	I respect the people and communities I cover. I strive to include diverse perspectives.
4.	I uphold the journalistic principles of fairness, accuracy, independence, accountability and transparency.
5.	I recognize my classmates, teachers and mentors are critical to my success. I treat each one with respect and offer support whenever I can.
6.	I appreciate that, as a student at the Cronkite School, I have the opportunity to drive innovation and shape the future of media, communication and public discourse. I am prepared to experiment, adapt and support my Cronkite colleagues in doing the same.
7.	As a member of the Cronkite School community, I bring a sense of curiosity and aspirit of collaboration to all that I do.
Signati	ıre
<b>D</b>	



# PROGRAM OVERVIEWS

# Master of Arts in Investigative Journalism (MAIJ)

The Master of Arts in Investigative Journalism is a 36-credit-hour degree program. This includes 18 credits of required core journalism courses, 6 credits of interdisciplinary research coursework and 9 credits of professional program experience in the Howard Center for Investigative Journalism. Students must enroll in a minimum of 12 required credits in their first semester. (See **Recommended Plan of Study** for courses.)

# **Master of Mass Communication (MMC)**

The Master of Mass Communication degree is a 36-credit-hour program. This includes 21 credits of required core courses, 6 credits of advanced skills electives and 9 credits of professional program experience. Students must enroll in a minimum of 12 required credits in their first semester. (See **Recommended Plan of Study** for courses.)

# **Master of Arts in Sports Journalism (MASJ)**

The Master of Arts in Sports Journalism degree is a 36-credit-hour program. This includes 24 credits of required core courses, 3 credits of advanced skills electives and 9 credits of professional program experience in a Cronkite Sports Bureau. Students must enroll in a minimum of 12 required credits in their first semester. (See **Recommended Plan of Study** for courses.)

# **Master of Mass Communication (Mid-Career Program)**

Students with extensive professional journalism or media experience may be offered the opportunity to pursue the 30-credit-hour mid-career degree option. This option entails a program of study that is highly individualized with course work tailored to the student's goals. Students should consult with Assistant Dean Rebecca Blatt to develop an appropriate program of study. Each student's plan of study must include a minimum of 15 hours of coursework offered by the Cronkite School. Students can choose to complete the program with an MCO 570 professional program experience or MCO 593 applied project.

Students interested in completing an applied project must meet with the assistant dean no later than the end of their first year in the program. To enroll in MCO 593, students must complete the applied project form.



# PROGRAM GENERAL ADMISSIONS INFORMATION

The Cronkite School accepts applications on a rolling basis beginning on Sept. 1. Applications received before Dec. 1 are given priority for admissions and funding. The final deadline for application is June 1.

Applicants are eligible to apply to the program if they have earned a bachelor's or graduate degree from a regionally accredited institution.

They must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

# All applicants must submit:

- Graduate admission application and application fee
- Official transcripts
- GRE Scores
- Three letters of recommendation
- Personal statement of interest (350 to 500 words in length)
- Resume
- Proof of English proficiency



# PROGRAM REQUIREMENTS

# STUDENT CODE OF CONDUCT

All students are expected to adhere to the Arizona Board of Regents Student Code of Conduct and university policies and procedures:

https://eoss.asu.edu/dos/srr/codeofconduct https://eoss.asu.edu/dos/srr/PoliciesAndProcedures

Students are expected to regularly check their ASU email accounts for messages from the university and the Cronkite School. Students also are expected to regularly check their MyASU priority tasks for messages and holds from the university. Students are responsible for managing their tuition payments, finances and tracking university academic calendar deadlines.

# ACADEMIC INTEGRITY

The Cronkite School has a zero-tolerance policy toward academic dishonesty that is enforced within every course and educational activity offered or sanctioned by the school. Any allegation of academic dishonesty will be referred to the school's Standards Committee for review and recommendation to the dean of the school. If any student is found to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing or fabricating – that student shall receive a grade of XE for the class and will be dismissed from the school. There will be no exceptions.

International students who violate academic integrity policies may be dismissed immediately. Being withdrawn from a degree program can have immediate consequences regarding visa status, and dismissed students are required to leave the country immediately per immigration and visa rules.

At the beginning of every Cronkite class, each student will be given a copy of the full academic integrity policy, along with accompanying information on plagiarism. Students must sign a pledge that indicates they have read and understood the material and agree to abide by the policy.

The policy, along with guidance on how to avoid plagiarism and fabrication, can be found at <a href="http://cronkite.asu.edu/assets/pdf/Academic\_Integrity\_Policy.pdf">http://cronkite.asu.edu/assets/pdf/Academic\_Integrity\_Policy.pdf</a>.

# PROFESSIONAL ETHICS

In addition to academic integrity commitments, students in Cronkite School programs must abide by the highest levels of journalism ethics. This includes following the core principles of the <u>Society of Professional Journalist's Code of Ethics</u>, including seeking and reporting truth, minimizing harm, acting independently accountability and transparency. The <u>Cronkite School Social Media Guidelines</u> are based on these principles. Students are responsible for reading these policies and abiding by them.



# CRONKITE SCHOOL AND ARIZONA STATE UNIVERSITY PROCEDURES AND POLICIES

# SATISFACTORY ACADEMIC PROGRESS

All ASU graduate students are expected to make systematic progress toward completion of their degrees. This progress includes satisfying the conditions listed below, and achieving the benchmarks and requirements set by the individual degree programs as well as the Graduate College. If a student fails to satisfy the requirements of their degree program and/or the benchmarks outlined below, the student may be dismissed from their program based on the academic unit's recommendation to Graduate College, at which time the Dean of Graduate College makes the final determination.

In order to make satisfactory academic progress, students must:

- 1. Maintain a minimum 3.0 for all GPA's (Plan of Study (iPOS) GPA, Overall Graduate GPA and Cumulative GPA)
  - a. The **iPOS GPA** is calculated on all courses that appear on the student's approved iPOS (with the exception of LAW and Transfer credits)
  - b. Cumulative ASU GPA represents all courses completed at ASU.
  - c. **The Overall Graduate GPA** is based on all courses numbered 500 or higher that appear on the transcript after admission to a graduate program or graduate non-degree. This includes shared coursework if in an approved accelerated bachelor's/master's program.
  - d. Courses with grades of "D" (1.00) and "E" (0.00) cannot appear on the iPOS but will be included when calculating the Graduate GPA. Courses with an "I" grade cannot appear on the iPOS.
- 2. Satisfy all requirements of the graduate degree program.
- 3. Satisfy the graduate degree program within six years.
- 4. Earn at least a C in MCO 502
- 5. Earn at least a B (3.0) in 9-credits of a capstone/professional program.
- 6. Remain continuously enrolled in the degree program, registered for at least one graduate credit per fall and spring semester. Failing to do so without a Graduate College approved request to Maintain Continuous Enrollment is considered to be lack of academic progress. (See Continuous Enrollment below.)

If a student earns less than a C in MCO 502 Journalism Skills (Boot camp), the Cronkite School will recommend to ASU's Graduate College that the student be removed from the program immediately.

To receive a degree, students must earn at least a B (3.0) in MCO 570 Capstone. These as well as all other Graduate College policies can be found in the ASU Graduate Policies and Procedures.



# ACADEMIC PROBATION

ASU's Graduate College will conduct a GPA audit at the end of each semester. Any graduate student with a cumulative GPA below 3.00 will be placed on academic probation. Students will be notified via email and through the MyASU portal. Students on academic probation will have one semester to be reinstated to good standing.

If students fail to raise their GPAs above the 3.0 threshold in one semester, they will be withdrawn from their academic program upon recommendation of the Cronkite School to the Graduate College.

# PLAN OF STUDY

The plan of study (iPOS) functions as a contract between the student, the academic unit and Graduate College.

Cronkite School students must submit an iPOS before enrolling for their third semester. Graduate College will place an enrollment hold on a student's account if he/she has not submitted an iPOS by this time.

Only coursework applicable toward a student's degree must be listed on the iPOS. Detailed instructions on how to file the iPOS will be sent to students in their second semester in the program. Please contact Cronkite graduate adviser with questions about the iPOS.

### CRONKITE COURSES

The Cronkite School offers courses under the "JMC" and "MCO" subject codes. Master's students who are interested in taking courses not listed on their curriculum sheet (such as JMC courses or undergraduate MCO courses) must contact the graduate adviser for permission to enroll in these courses. The graduate adviser will forward the request to the assistant dean for approval.

Cronkite School course and professional program offerings are subject to change based on enrollment and school needs.



# INCOMPLETE GRADES

Students who receive an "Incomplete" grade in a graduate-level course (500-level or above) must complete the necessary work on a timetable made in agreement with the instructor – no longer than one calendar year. If the incomplete is not removed within one calendar year, it will become part of the student's permanent transcript and cannot be used on a student's plan of study. To receive credit for the course, the student must repeat the course by re-registering, paying fees and fulfilling all course requirements. This may also delay or prevent a student's graduation.

Students with more than one "Incomplete" at any time will be considered "failing to make adequate progress," and will be notified and placed on probation. If the student does not complete the work to remove the incomplete and earn a letter grade by the end of the calendar year, a recommendation may be made to Graduate College to remove the student from the program.

With 400-level courses taken for graduate credit, students are required to complete the necessary work to remove an "Incomplete" grade within one calendar year. If the "Incomplete" grade is not removed within one calendar year, the "I" will become an "E." An "E" cannot be used to meet the requirements for a graduate degree, but it is used to calculate the student's GPA. Students may retake the class to earn a higher grade, however both the "E" and the new grade will be used in calculating the student's GPA. If this results in the GPA falling below 3.0, a recommendation to withdraw the student from the master's program will be made to Graduate College.

# CONTINUOUS ENROLLMENT

Graduate students planning to discontinue registration for a semester or more must submit the Maintain Continuous Enrollment request form (<a href="https://graduate.asu.edu/file/maintain-continuous-enrollment-masters-and-certificate">https://graduate.asu.edu/file/maintain-continuous-enrollment-masters-and-certificate</a>). This request must be submitted and approved before the anticipated semester of non-registration. Students may request to maintain continuous enrollment without course registration for a maximum of two semesters during their entire program.

Students should contact their adviser as soon as possible if they will not be able to meet continuous enrollment.



### GRADUATION AND DEGREE CONFERRAL

Students must apply for graduation at the beginning of the term in which they plan to graduate. You can apply for graduation through MyASU. You can find that in My Programs, under the graduation tab.

Students who choose not to attend the graduation or commencement ceremonies must still apply for graduation to earn their degree.

Students who do not complete all requirements in the semester they intend to graduate will need to reapply for graduation the next semester; the application will not be automatically renewed.

Students must have their iPOS approved before they can apply for graduation. The application to graduate should be submitted online before the application deadline to avoid late fees. For more information, please visit <a href="https://students.asu.edu/graduation-apply">https://students.asu.edu/graduation-apply</a>.

# TRANSFER CREDIT

Students who are in the 36 credit-hour master's programs are not permitted to transfer course work from another institution or from another ASU program.

Students admitted to the 30-credit-hour mid-career MMC program may transfer up to 6 credit hours of coursework taken before beginning the program (referred to as pre-admission credits). Preadmission credit hours must be approved by the degree program and the Graduate College office. Students are responsible for alerting their graduate adviser that they plan on transferring in credits.

To qualify for preadmission credits, the courses must meet specific criteria:

- Be graduate level
- Have been taken within three years of admission to the ASU degree program
- A grade of "B" or better must have been earned
- Must not have been used toward a previous degree
- Have been completed at a regionally accredited US institution or international institution officially recognized by that country

Certain types of graduate credits cannot be transferred to ASU, such as courses taken at a non-collegiate institution, institutions that lack regional accreditation, for life experience, continuing education programs, workshops, etc.

Students must officially transfer in preadmission credit hours through the iPOS system for approval by the academic unit and Graduate College. Official transcripts from where the preadmission credits were earned must be sent to Graduate Admissions.



# DEADLINES AND ATTENDANCE

Your success in journalism and communications will require you to consistently meet deadlines and scheduled meetings. To this end, the Cronkite School has a strict deadline policy. No work will be accepted past the set deadline. Work even one minute late will receive a zero. Please allow enough time to account for potential technical problems when submitting work.

The Cronkite School also sets policies for tardiness and absences. Students arriving late to class will be counted as absent regardless of reason. For classes meeting one day per week, students are allowed one absence. For classes meeting two days per week, students are allowed two absences, etc. After the allowable absences, each additional absence will reduce the student's final grade by half a letter (B+ becomes a B-).



# APPEAL PROCEDURES

# **GRADE APPEALS**

Students with questions or concerns about specific grades should reach out first to the instructor of record in the course. If the student does not reach satisfactory resolution with the instructor, he or she may appeal to the Cronkite School Standards Committee by submitting a letter of appeal to the assistant dean chairing the Standards Committee.

The Cronkite School Standards Committee does not review the quality of particular student assignments. Instead, the committee focuses on fair and appropriate application of university, school and course policy. Students submitting grade appeals should provide documentation of a situation they believe involves unfair or inappropriate application of policy, such as those included in the course syllabus.

Dean Christopher Callahan makes all final determinations on grade appeals at the Cronkite School.

# ACADEMIC INTEGRITY HEARING PROCESS

All Cronkite School instructors are required to forward any potential violation of the school's Academic Integrity Policy to the Cronkite School Standards Committee for investigation and review. The Standards Committee, chaired by the assistant dean, reviews evidence provided by the instructor and invites the student accused of a violation to submit a written statement outlining any relevant information or evidence. The student then has the opportunity to meet with the Standards Committee in person or by phone to discuss the case.

After completing its investigation, the Standards Committee writes a report of findings and a recommendation to be presented to Dean Christopher Callahan for review. Dean Callahan makes the final decision about any action taken in an academic integrity case.



# STUDENT SERVICES

The charter of Arizona State University declares that the university is "measured not by whom we exclude, but rather by whom we include and how they succeed." The university and the Cronkite School are committed to providing every resource possible for students to succeed academically, personally and professionally.

Rebecca Blatt, Cronkite School assistant dean, and Aric Johnson, Cronkite School graduate program recruiter and adviser, are responsible for ensuring a supportive, inclusive learning environment and a valuable academic experience for master's degree students. Please contact them with questions or concerns about the program and feel free to reach out to any of the resources listed below.

# **Career Services**

Cronkite School Career Services hosts dozens of recruiters and several job fairs throughout the year. You will receive updates via email about upcoming events.

Aric Johnson, the Cronkite School's graduate program recruiter and adviser, will be your primary point of contact for job and internship counseling. He will provide opportunities for developing resumes, LinkedIn profiles, portfolios and networking opportunities. Please reachout to him directly to schedule meetings to discuss individual career questions and job opportunities.

Please note, students receiving internship offers through a Cronkite School Career Services event must register for Cronkite internship credit to participate in the internship.

# **Financial Services**

The Cronkite School offers a limited number of merit-based assistantships and fellowships for graduate students. All applicants for MMC, MAIJ and MASJ programs are considered for assistantships. Students will also receive instructions at the end of the fall semester to apply for additional funding for their third semesters.

For all other financial questions, please contact ASU Financial Aid and Scholarship Services: <a href="https://students.asu.edu/financialaid">https://students.asu.edu/financialaid</a>

# **Veterans and Military**

The Pat Tillman Veterans Center provides guidance and support for students who are veterans, active-duty military or military dependents. The Downtown Phoenix Tillman Veterans Center is located in the University Center Building Room 130. For more information, please call the office at 602 496-0152 or visit: https://veterans.asu.edu/

# **International Students**

ASU's International Student and Scholars Center can provide support and answers to questions about visas, employment, scholarships and travel. To find more information or schedule an



appointment with an ISSC adviser, visit the website: <a href="https://issc.asu.edu/">https://issc.asu.edu/</a>

# **Health and Fitness**

All ASU students enrolled in in-person programs have access to Sun Devil Fitness facilities on all campuses, including the gym on the Downtown Phoenix Campus. For more information about facilities, membership and group fitness classes, please visit: <a href="https://fitness.asu.edu.">https://fitness.asu.edu.</a>

For information about health insurance and appointments with care providers, please see the ASU Health Services website: https://eoss.asu.edu/health

# **ASU Counseling Services**

<u>ASU Counseling Services</u> provides confidential, time-limited counseling and crisis services for students experiencing emotional concerns or other factors that affect their ability to achieve their goals. Support is available 24/7.

# <u>In-person counseling: Monday-Friday 8 a.m. – 5 p.m.</u>

ASU Counseling Services, Downtown Campus Historic Post Office Building 522 N. Central Avenue Suite 208 Phoenix, AZ 85004 602 496-1155

# After-hours/weekends

Call EMPACT's 24-hour ASU-dedicated crisis hotline: 480 921-1006

# For life threatening emergencies

Call 911

# **Transportation and Parking**

Students may purchase parking and public transit permits through ASU Business and Finance. The Downtown Phoenix Campus Parking and Transit office is open 8 a.m.-4:30 p.m. Monday through Friday in the University Center Building Suite 116. To learn more, visit: https://cfo.asu.edu/pts-parking-downtown



# **Disability Resources**

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act as amended (ADAAA) of 2008, professional disability specialists and support staff at the Disability Resource Center (DRC) facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities.

Qualified students with disabilities may be eligible to receive academic support services and accommodations. Eligibility is based on qualifying disability documentation and assessment of individual need. Students who believe they have a current and essential need for disability accommodations are responsible for requesting accommodations and providing qualifying documentation to the DRC. Every effort is made to provide reasonable accommodations for qualified students with disabilities.

Qualified students who wish to request an accommodation for a disability should contact the DRC by going to <a href="https://eoss.asu.edu/drc">https://eoss.asu.edu/drc</a>, calling (480) 965-1234 or emailing <a href="mailto:DRC@asu.edu">DRC@asu.edu</a>. To speak with a specific office, please use the following information:

**ASU Online and Downtown Phoenix Campus** University Center Building, Suite 160

602-496-4321 (Voice)

West Campus

University Center Building (UCB), Room 130 602-543-8145 (Voice)

**Polytechnic Campus** 480-727-1165 (Voice)

**Tempe Campus** 

480-965-1234 (Voice)

# **Title IX**

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <a href="http://sexualviolenceprevention.asu.edu/faqs/students.">http://sexualviolenceprevention.asu.edu/faqs/students.</a>



# **RECOMMENDED PLAN OF STUDY – MAIJ**

Students must maintain a 3.0 GPA.

Semester 1 / Fall				
Required Course	MCO 502	Journalism Skills	8 credits	
Required Course	MCO 530	(Mondays to Thursdays, 8 a.m. to 11:00 a.m.) <u>History, Philosophy and Ethics of Journalism</u> (Mondays, Wednesdays 3:05 p.m. to 4:20 p.m.)	3 credits	
Required Course	MCO 544	Accountability in Journalism (Tuesdays 1:30 pm to 2:45 am)	1 credit	
Optional Course	Choose from MCO	9 535, MCO 536, MCO 550 or MCO 561	3 credits	
Semester 2 / Spring				
Required Course	MCO 510	Data Journalism	3 credits	
Required Course	MCO 598	Topic: Spotlight: Investigative Journalism	3 credits	
Required Course Required Course	MCO 598 MCO 598	Interdisciplinary Class 1 Interdisciplinary Class 1	3 credits 3 credits	
Optional Course	<u>MCO 398</u>	interdisciplinary Class 1	credits	
Semester 3 / Fall or Summer				
Required Prof. Program	MCO 570	Howard Center for Investigative Journalism	9 credits	
Required Course	MCO 503	Media Law	3 credits	

<sup>\*</sup>Multiple capstones/professional programs can be chosen

Total: 36 credits minimum

<sup>9</sup> credits of MCO 570 is equivalent to 4, full-time days (8:30 a.m. to 5:30 p.m.) in the fall or spring semester or 5, full-time days in the summer semester. If completing multiple bureaus, a minimum of 2 full-time days in each is required.



# MAIJ/General Journalism Course Outline

# Required Courses – 36 credits

Course	Course Title	Credits
MCO 502	Journalism Skills (Boot Camp)	8
MCO 503	Media Law	3
MCO 510	Data Journalism	1
MCO 530	History, Philosophy and Ethics of Journalism	3
MCO 544	Accountability Journalism	3
MCO 598	Topic: Spotlight: Investigative Journalism	3
MCO 598	Interdisciplinary Class 1	3
MCO 598	Interdisciplinary Class 2	3
MCO 570	Howard Center for Investigative Journalism	9

# Advance Skills Courses Electives (may be taken in addition to required courses)

Course	Course Title	Credits
MCO 505	Depth Reporting - Prerequisite: MCO 535 (for section taught by Rick Rodriguez)	3
MCO 515	Advance Online Media	3
MCO 521	News Producing	3



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MCO 531	Advanced Broadcast Reporting	3
MCO 534	Advance Spanish-language Reporting	3
MCO 548	Non-Narrative Video Storytelling	3
MCO 553	Reporting on Business & Economy	3
MCO 555	Digital Media Entrepreneurship	3
MCO 598	Magazine Writing	3
MCO 598	Sustainability Documentary	3
MCO 598	Advanced Radio Reporting	3
MCO 598	News21 Seminar - Required for News21 Summer Fellowship	3
MCO 598	Game-Day Production	3
MCO 598	Multimedia Reporting (azcentral.com)	3
MCO 598	Digital Graphic Design	3
MCO 598	Strategic Communications Leadership and Ethics	3
MCO 598	Humphrey Seminar	3
MCO 598	Advance Podcast Production	3



# RECOMMENDED PLAN OF STUDY - MMC/General Journalism

Students must maintain a 3.0 GPA.

### Semester 1 / Fall MCO 502 8 credits Required Course Journalism Skills (Mondays to Thursdays, 8 a.m. to 11:00 a.m.) History, Philosophy and Ethics of Journalism 3 credits Required Course MCO 530 (Mondays, Wednesdays 3:05 p.m. to 4:20 p.m.) Journalism Skills Lab Observation Required Course MCO 504 1 credit (Fridays 9 am to 9:50 am) Optional Course 3 credits Choose from MCO 535, MCO 536, MCO 550 or MCO 561 Semester 2 / Spring MCO 510 Data Journalism 3 credits Required Course 21<sup>st</sup> Century Media <u>Organization & Entrepreneurship</u> Required Course MCO 525 3 credits Advanced Skills Course 3 credits Advanced Skills Course 3 credits **Optional Course** credits Semester 3 / Fall or Summer Required Prof. Program(s) MCO 570 9 credits Capstone Course MCO 503 3 credits Required Course Media Law

Total: 36 credits minimum

<sup>\*</sup>Multiple capstones/professional programs can be chosen

<sup>9</sup> credits of MCO 570 is equivalent to 4, full-time days (8:30 a.m. to 5:30 p.m.) in the fall or spring semester or 5, full-time days in the summer semester. If completing multiple bureaus, a minimum of 2 full-time days in each is required.



# **MMC/General Journalism Course Outline**

# **Required Courses – 21 credits**

Course	Course Title	Credits
MCO 502	Journalism Skills (Boot Camp)	8
MCO 503	Media Law	3
MCO 504	Lab Observation	1
MCO 510	Data Journalism	3
MCO 525	21 <sup>st</sup> Century Media Organization & Entrepreneurship	3
MCO 530	History, Philosophy and Ethics of Journalism	3

# **Advance Skills Courses – 6 credits required**

Course	Course Title	Credits
MCO	Depth Reporting - Prerequisite: MCO 535 (for section taught by Rick Rodriguez)	3
505		
МСО	Advance Online Media	3
515		
МСО	News Producing	3
521		
МСО	Advanced Broadcast Reporting	3
531		
MCO	Advance Spanish-language Reporting	3
534		
MCO	Non-Narrative Video Storytelling	3
548		



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MCO 553	Reporting on Business & Economy	3
MCO 555	Digital Media Entrepreneurship	3
MCO 598	Magazine Writing	3
MCO 598	Sustainability Documentary	3
MCO 598	Advanced Radio Reporting	3
MCO 598	News21 Seminar - Required for News21 Summer Fellowship	3
MCO 598	Game-Day Production	3
MCO 598	Multimedia Reporting (azcentral.com)	3
MCO 598	Digital Graphic Design	3
MCO 598	Strategic Communications Leadership and Ethics	3
MCO 598	Humphrey Seminar	3
MCO 598	Advanced Podcast Production	3



# **Electives**

Course	Course Title	Credit
MCO 535	Latino & Transnational Issues	3
MCO 550	Issues in Coverage of Business & Finance	3
MCO 560	Arizona Media Law	3
MCO 598	After Cronkite	3
MCO 598	Accountability Journalism	1

Capstone/Professional programs – 9 credits required

Course	Course Title	Credit
MC0	Cronkite News – Phoenix Bureau, Los Angeles or Washington, D.C. Bureau	4-9
570		
MCO 570	Television News Magazine (Catalyst)	4-9
MCO 570	New Media Innovation & Entrepreneurship Lab	4

Class offerings and numbers are subject to change, please consult the ASU Class Search online to view most up-to-date course offerings.



# **RECOMMENDED PLAN OF STUDY – MMC/STRAT COMM**

Students must maintain a 3.0 GPA.

Semester 1 / Fall			
Required Course	MCO 502	Journalism Skills (Mondays to Thursdays, 8 a.m. to 11:00 a.m.)	8 credits
Required Course	MCO 598	Journalism Skills Lab Observation (Fridays 9 am to 9:50 am)	1 credit
Required Course	MCO 598	Topic: Strategic Communications Leadership and Ethics (Wednesdays 5:30 p.m. to 8:15 p.m.)	3 credits
Optional Course	*Choose from N	MCO 535, MCO 536, MCO 550, MCO 555 or MCO 561	
Semester 2 / Spring			
Required Course	MCO 536	Public Relations Research	3 credits
Required Course	MCO 598	Writing for Public Relations	3 credits
Advanced Skills Course			3 credits
Advanced Skills Course Optional Course			3 credits 3 credits
Semester 3 / Summer or	· Fall		
Required Prof. Program(s	s) <u>MCO 570</u>	Public Relations Lab and/or Digital Audiences Lab	9 credits
Required Course	MCO 503	Media Law (offered online)	3 credits
time days in the summer	s equivalent to 4, to semester.	can be chosen full-time days (8:30 a.m. to 5:30 p.m.) in the fall or spring seme 2 full-time days in each is required.	ster or 5, full-
		Total: 36 credits	minimum



# MMC/STRAT COMM COURSE OUTLINE

# **Required Courses – 24 credits**

Course	Course Title	Credits
MCO	Journalism Skills (Boot Camp)	8
502		
MCO	Media Law	3
503		
МСО	Lab Observation	1
598		
MCO	Public Relations Research	3
536		
МСО	Writing for Public Relations	3
598		
МСО	Strategic Communications Leadership and Ethics	3
598		

# **Advance Skills Courses – 6 credits**

Course	Course Title	Credits
МСО	Depth Reporting - Prerequisite: MCO 535 (for section taught by Rick Rodriguez)	3
505		
MCO	Advance Online Media	3
515		
MCO	News Producing	3
521		
МСО	Advanced Broadcast Reporting	3
531		
MCO	Advanced Spanish-language Broadcast Reporting	3
533		
МСО	Advanced Spanish-language Reporting	3
534		
МСО	Non-Narrative Video Storytelling	3
548		
MCO	Reporting on Business & Economy	3
553		
МСО	Digital Media Entrepreneurship	3
555		
MCO	Sustainability Documentary	3
598		
MCO	Advanced Radio Reporting	3
598		



# **Arizona State University**

MCO	Spotlight: Investigative Reporting	3
598		
MCO	Game-Day Production	3
598		
МСО	Multimedia Reporting (azcentral.com)	3
598		
МСО	Advance Bilingual Reporting	3
598		
МСО	Digital Graphic Design	3
598		
МСО	Magazine Writing	3
598		
МСО	Advance Podcast Production	3
598		
МСО	Humphrey Seminar	3
598		
-		

# **Electives**

Course	Course Title	Credit
МСО	Latino & Transnational Issues	3
535		
МСО	Issues in Coverage of Business & Finance	3
550		
MCO	Arizona Media Law	3
560		
МСО	After Cronkite	3
598		
МСО	Accountability Journalism	1
598		

# $Capstone/Professional\ programs-9\ credits\ required$

Course	Course Title	Credit
MC0 570	Public Relations Lab and/or Digital Audiences Lab	9

Class offerings and numbers are subject to change, please consult the ASU Class Search online to view most up-to-date course offerings.



# RECOMMENDED PLAN OF STUDY - MASJ

Students must maintain a 3.0 GPA.

Semester 1 / Fall			
Required Course	MCO 502	Journalism Skills	8 credits
Required Course	MCO 529	(Mondays to Thursdays, 8 a.m. to 12:50 p.m.)  Ethics Diversity in Sports Journalism (Mondays/Wednesdays 4:35 pm to 5:50 pm)	3 credits
Required Course	MCO 504	Journalism Skills Lab Observation (Fridays 9 am to 9:50 am)	1 credit
Optional Course *Choose from N	MCO 535, MC	O 536, MCO 550 or MCO 561	3 credits
Semester 2 / Spring			
Required Course Required Course Required Course Advanced Skills Course Optional Course	MCO 510 MCO 526 MCO 540	Data Journalism (online sports section) Advanced Issues in Sports and Media Sports Reporting	3 credits 3 credits 3 credits 3 creditscredits
Semester 3 / Fall or Sun	nmer_(Summer	semester is May to August)	
Required Prof. Program(s	s) <u>MCO 570</u>	Sports Bureau (Phoenix or L.A.) or Sports Knowledge Lab	9 credits
Required Course	MCO 503	Media Law	3 credits
time days in the summer	s equivalent to r semester.	ms can be chosen 4, full-time days (8:30 a.m. to 5:30 p.m.) in the fall or spring sem num of 3 credits in each is required.	nester or 5, full-
		Total: 36 credit	 ts minimum



# SPORTS JOURNALISM COURSE OUTLINE

# **Required Courses – 24 credits**

Course	Course Title	Credits
МСО	Journalism Skills (Boot Camp)	8
502		
MCO	Media Law	3
503		
MCO	Lab Observation	1
504		
MCO	Data Journalism (online sports section)	3
510		
MCO	Advanced Issues in Sports Journalism	3
526		
MCO	Ethics, Diversity in Sports Journalism	3
529		
MCO	Sports Reporting	3
540		

# Advance Skills Courses – 3 credits required

Course	Course Title	Credits
МСО	Depth Reporting - Prerequisite: MCO 535 (for section taught by Rick Rodriguez)	3
505		
MCO	Advance Online Media	3
515		
MCO	News Producing	3
521		
MCO	Advanced Broadcast Reporting	3
531		
MCO	Advanced Spanish-language Broadcast Reporting	3
533		
MCO	Advanced Spanish-language Reporting	3
534		
MCO	Non-Narrative Storytelling	3
548		
MCO	Reporting on Business & Economy	3
553		
MCO	Digital Media Entrepreneurship	3
555		
MCO	Magazine Writing	3
598		
MCO	Sustainability Documentary	3
598		
MCO	Advanced Radio Reporting	3
598		



# **Arizona State University**

МСО	News21 Seminar - Required for News21 Summer Fellowship	3
598		
MCO	Spotlight: Investigative Reporting	3
598		
MCO	Game-Day Production	3
598		
MCO	Multimedia Reporting (azcentral.com)	3
598		
MCO	Digital Graphic Design	3
598		
MCO	Strategic Communications Leadership and Ethics	3
598		
МСО	Advanced Podcast Production	3
598		

# **Electives**

Course	Course Title	Credit
МСО	Latino & Transnational Issues	3
535		
МСО	Issues in Coverage of Business & Finance	3
550		
МСО	Arizona Media Law	3
560		
МСО	After Cronkite	3
598		

 $Capstone/Professional\ programs-9\ credits\ required$ 

Course	Course Title	Credit
MC0 570	Cronkite Sports – Phoenix Bureau	4-9
МСО	Cronkite Sports – Los Angeles Bureau	4-9
570		
МСО	Sports Knowledge Lab	4-9
570		

Class offerings and numbers are subject to change, please consult the ASU Class Search online to view most up-to-date course offerings.



# COURSE DESCRIPTIONS

# MCO 502 - JOURNALISM SKILLS

In this immersive "boot camp" course, students develop skills in news reporting and research, writing for print and online, radio and television production, photojournalism and multimedia storytelling. After completing the course, students are ready to dive into advanced skills courses in specific areas of interest.

### MCO 503 MEDIA LAW

Examines the philosophical and legal aspects of press freedom, with an emphasis on the First Amendment from 1791 to present. This course is offered online.

# MCO 504 SKILLS LAB OBSERVATION

Leadership is essential for the future of journalism; it is also essential for your career success. Through readings, personal reflection, discussion, guest speakers and hands-on class activities, explores what makes a good leader, how to cultivate good leadership as individuals and a cohort, and how to identify and seize leadership opportunities at the Cronkite School and beyond.

# MCO 505 DEPTH REPORTING

Covers in-depth and investigative reporting and writing techniques. Students produce long-form, deeply sourced articles and produce multimedia with the goal of publication. Students in the Borderlands Initiative Depth Reporting section travel internationally to cover trans-border issues.

### MCO 510 DATA JOURNALISM

Students use data to tell stories, employing digital spreadsheets, database software, mapping programs and statistical techniques. Students negotiate with government officials for public records and identify information and sources for stories. This course is taught by Pulitzer Prize-winning data journalists.

### MCO 515 ADVANCED ONLINE MEDIA

Students learn about trends in digital media and get hands-on experience in web design and usability and employ a variety of digital tools to produce compelling multimedia content. This course also covers copyright, legal and ethical issues facing online journalists.

# MCO 521 NEWS PRODUCING

Principles of broadcast news producing, delivered via a combined lecture/lab experience. Students complete assignments based on editorial judgment, technical skills and industry awareness, and they develop strategies for total newsroom management. In the process, students build confidence in producing news content and newscasts under deadline pressure and are prepared for a variety of producer-related roles in professional newsroom environments.

# MCO 525 21<sup>ST</sup> CENTURY MEDIA ORGANIZATION AND ENTREPRENEURSHIP

Focuses on the future of journalism, the future of journalism business organizations and entrepreneurship, new



media experiences, financial realities of the media and media innovation. Students work in teams to craft pitches for new products or revenue streams for Arizona PBS, which chooses to pursue several of the pitches each year.

# MCO 530 HISTORY, PHILOSOPHY AND ETHICS OF JOURNALISM

Explores contemporary news media issues in a seminar setting. Students critically analyze historical and contemporary dilemmas in journalism ethics using a case-study approach.

# MCO 531 ADVANCED BROADCAST REPORTING

Teaches news and information practices of networks and local television stations. Students report, write and edit broadcast packages with an emphasis on video.

# MCO 534 TOPIC: ADVANCED SPANISH-LANGUAGE REPORTING

Students will get experience reporting and writing stories on topics related to Latinos in the U.S. Students must demonstrate some ability to write and report in Spanish, although students do not have to be fluent.

# MCO 535 LATINO AND TRANSNATIONAL ISSUES

This course focuses on the most pressing and controversial issues taking place in the Southwest borderlands. Successful students move on to the Borderlands Initiative depth reporting project in the spring semester that includes an international reporting experience.

### MCO 536 PR RESEARCH

This course teaches the importance and practice of research in a public relations context. Students conduct research using qualitative and quantitative methods and analyze data to understand implications within a specific communications context. They also critically evaluate published research.

### MCO 548 TOPIC: NON-NARRATIVE VIDEO STORYTELLING

Students will receive instruction in non-narrative video storytelling using DSLR technology and graphics designed for multiple platforms, including online and social media.

# MCO 550 ISSUES IN COVERAGE OF BUSINESS AND THE ECONOMY

Teaches the basics of business and economics reporting, one of the fastest-growing areas of journalism. Students learn about the skills needed to cover business and economic stories, how private companies operate and the factors that drive the economy. They also learn about opportunities in the field and hear from national leaders in business journalism.

# MCO 553 REPORTING ON BUSINESS AND THE ECONOMY

Trains students in the basics of reporting about business and the economy. Students learn to tell the stories behind companies, people and money, while improving their competency in using numbers in their reporting. Students have the opportunity to have stories appear in print, online or broadcast.

### MCO 556 MEDIA ENTREPRENEURSHIP

Familiarizes students with media entrepreneurship and innovation in a quickly changing digital media environment. Students study the principles of entrepreneurship and innovation, assess their own tolerance for risk, evaluate opportunity and market conditions, and learn about various revenue models for entrepreneurial



enterprises. Students work in groups to present a business plan for a new media product.

## MCO 557 ADVANCED RADIO REPORTING

Students report and produce long-form radio stories in commercial and public radio formats. They develop planning, writing, voicing and detailed editing skills in a variety of radio broadcast formats, including general news and business as well as hard news and feature reporting.

### MCO 560 ARIZONA MEDIA LAW

This is a case-study approach to first amendment issues, media access, libel, confidentiality and invasion of privacy as applied to media organizations in Arizona.

# MCO 570 GRADUATE CAPSTONE EXPERIENCE

Students complete the master's program with a 9-credit capstone experience focused in one or two of the Cronkite School's professional immersion programs.

- Cronkite News Phoenix: Students produce a daily Arizona PBS newscast that reaches 1.9 million households and digital content for the Cronkite News website, Cronkite News social platforms and partner sites across Arizona. Students work in cross-platform teams covering specific topic areas, including borderlands, Indian Country, education, government, health, justice, money, sustainability and technology.
- Cronkite News Washington Bureau: Students cover Congress, the White House and the U.S. Supreme Court for Cronkite News and partner newsrooms.
- Cronkite News L.A. Bureau: Students produce news coverage for broadcast and digital audiences from Southern California.
- Cronkite Noticias Phoenix: Students produce Spanish-language news for digital and broadcast platforms in collaboration with Univision Arizona.
- Carnegie-Knight News21: Students produce major national investigations in partnership with newsrooms such as The Washington Post and NBC News.
- New Media Innovation and Entrepreneurship Lab: Journalism, engineering, design and business students work together to create cutting-edge digital products and launch new business.
- PR Lab: Students develop campaigns and strategies for real clients in an agency environment. Clients range from Fortune 500 companies to startups and nonprofits.
- Television Magazine: Students produce magazine-style broadcast features about for a new Arizona PBS science program.
- Digital Audiences Lab: Students participate in an immersive professional program experience to grow and engage digital audiences for real clients in an agency-like setting.

# MCO 590 READING AND CONFERENCE



Independent study in which a student collaborates with a faculty matter to design a course with a specific focus not otherwise offered. Courses may include such assignments as intensive research in a specialized area or producing in-depth content with a particular focus.

# MCO 598 TOPIC: SPOTLIGHT: INVESTIGATIVE REPORTING

This special course is taught by Walter Robinson, the longtime Boston Globe investigations editor who led the newspaper's Pulitzer Prize-winning report on the Roman Catholic Church sexual abuse scandal, recounted in the Academy Award-winning film "Spotlight." Students will learn techniques of investigative reporting and produce local investigative reports for publication at Cronkite News and in other professional news outlets.

### MCO 598 TOPIC: HUMPHREY SEMINAR

This course seeks to identify, examine and export role models of leadership in the field of global communications. Cronkite School students sit side-by-side with Hubert Humphrey Fellows visiting from around the world. Together, they explore leadership issues in journalism, strategic communications and management under different cultural and political systems.

# MCO 598 TOPIC: NEWS21 SEMINAR

This investigative, multimedia reporting project brings together top journalism students from around the country in a seminar and an immersive reporting experience. Based on their performance in the course, top students are selected to participate in the summer project as News21 fellows. The award-winning News21 Initiative is led by Pulitzer Prize-winning investigative journalists.

### MCO 598 TOPIC: SUSTAINABILITY SHORT-FORM DOCUMENTARY

Students from ASU's Cronkite and Sustainability schools are invited to learn the art of storytelling via the medium of documentary filmmaking. During the semester, students in the class will research, film and edit a short, clean, energy-focused film.

### MCO 598 TOPIC: STRATEGIC COMMUNICATIONS LEADERSHIP

This course is taught by Cronkite Professor of Practice in Strategic Communications Mark Hass, former president and CEO of the U.S. division of Edelman, the world's largest public relations firm, and global CEO of MS&L Worldwide. This course will provide an overview of the communications functions and introduce techniques for communicating with executives and employees, issues management and audience engagement in both a traditional and digital context.

# MCO 598 TOPIC: MAGAZINE WRITING

In this course, students report and write stories suitable for magazine outlets. They develop and pitch stories, learn new reporting techniques and employ literary techniques such as description and scene setting in their writing.

# MCO 598 TOPIC: WRITING FOR PUBLIC RELATIONS

Students apply multimedia skills in a public relations context, telling the stories of individual brands or organizations across platforms.

# MCO 598 TOPIC: ACCOUNTABILITY JOURNALISM

This course discusses accountability journalism in the digital age its history, mission, values, techniques, ethics



and future. Students will research and analyze notable recent examples of accountability journalism and produce accountability story ideas about water quality and supply in Arizona.

Class offerings and numbers subject to change, please consult the ASU Class Search online to view most upto-date course offerings.



# SPECIALIZATION INFORMATION

### **Border Reporting and Latino Specialization**

The Latino specialization is a two-course sequence taught by Professor Rick Rodriguez, the former editor of The Sacramento Bee, that begins in the fall semester with a seminar on Latino/Transnational issues. The course looks at a multitude of issues in the borderland through readings, presentations by guest speakers and at least one day-long trip to the southern border. The course will emphasize that many of the issues occurring along the U.S.-Mexico border also are occurring along borders in other parts of the world.

This course provides general background and is a prerequisite for the spring semester depth reporting class that will examine borderlands issues through in-depth multi-media projects centered around a foreign reporting trip during spring break. The first half of the semester is spent preparing for the trip and stories through phone interviews, research and setting up on-the-ground interviews. Students are accompanied on the trip by Rodriguez and Professor Jason Manning who serve as field instructors. Upon returning, students will have the remainder the semester to finish their multi-media projects some of which have been published by major news outlets throughout the country.

### Fall semester

MCO 535 Latino and Transnational Issues

### **Spring semester**

MCO 505 Depth Reporting (taught by Rick Rodriguez and Jason Manning)

During spring break: Foreign reporting trip

### **Business Journalism**

Dramatic worldwide financial events have increased the demand for journalists who can explain business and economics in print and online and through broadcast and multimedia.

The Business Journalism Specialization combines a thorough understanding of business and economic principles with practical journalism coursework and professional internships. The training takes place at the Cronkite School, the hub of U.S. business journalism, housing the Donald W. Reynolds National Center for Business Journalism and the Society of American Business Editors and Writers.

The specialization places particular emphasis on new financial instruments and the changing regulatory environment. Contact with working business journalists through visiting professors and guests is an integral part of the program. Student work frequently appears in periodicals, online and on broadcast outlets.

### Fall semester

MCO 550 Issues in Coverage of Business & Economy (hybrid course: online and in-person components)

## **Spring semester**

MCO 553 Reporting on Business and Economy



# ACCESSING STUDENT PORTAL: MYASU

Your my.asu.edu portal is your go-to place for information about courses, transcripts, transportation, student success and support, finances, university policies and the academic calendar. Please take time to familiarize yourself with these areas:

**Profile:** Update your address, phone number, email information, or add guests, such as a parent, so they can look FERPA-protected information including grades.

My Classes: Click on the name of each course to access the corresponding Canvas content. This is where you will see the syllabus, find links to readings and submit assignments. Take a few minutes to familiarize yourself with the structure of each course.

**Final Transcript**: If you sent in a transcript for admission to the program before you graduated, send your final transcript with your degree posted.

**Academic Integrity Module**: ASU's Graduate College requires completion of a module reviewing academic integrity expectations. Please complete as soon as possible. Please note, this module explains how to avoid plagiarism and the university-wide policy. The Cronkite School Academic Integrity Policy includes additions specific to journalism students. Please be familiar with both policies.

**Academic Calendar** (bottom right box): This has important dates you need to monitor, including when classes begin, last day to register or drop/add classes, tuition and fee payment deadlines, holidays, withdrawal deadlines, schedule of classes available and when to enroll.

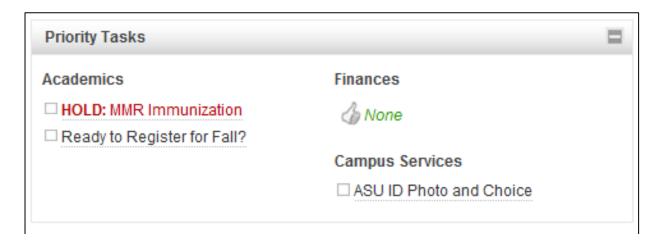
Campus Services: This includes Health and Wellness Resources, such as health insurance, counseling, disability services; Transportation, such as parking permits, METRO Light Rail, U-Pass and campus shuttles; Student Success and Support, such as disability services, tutoring and student success centers; and Job & Career Services. Please note these job resources are university-wide and not specific to the Cronkite School. Please consult with the Cronkite School graduate adviser for Cronkite resources for job and career preparation and placement.



# REGISTERING FOR CLASSES ONLINE

\*\*Before you can enroll in classes, you must clear any registration holds\*\*

Sign in to My ASU (my.asu.edu) to determine if you have any holds that will prevent you from registering for classes. Examples of registration holds include missing transcripts, unpaid fees and immunizations requirements. For those who are just graduating from an undergraduate program in May 2019, you may enroll in classes at this time, but to enroll for the Spring semester, you will need to send an updated official transcript that shows you earned your bachelor's degree. Clicking on a task in the list will display additional information.



After clearing your registration holds, there are a couple of different ways to select and register for classes. The below method is how to add classes using the ASU Class Search.

# 1) Sign in to My ASU (my.asu.edu)

The "My Classes" box will display when you will be able to enroll in the next semester of classes.

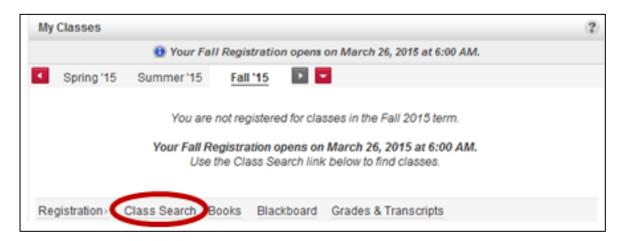




# 2) Click on your desired semester

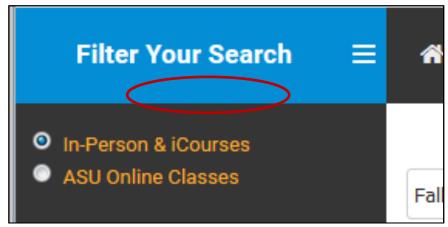


# 3) Click on Click on "Class Search" (below the "My Classes" box)



# 4) Click on the ASU Campus (in person/iCourses) option for your course offerings



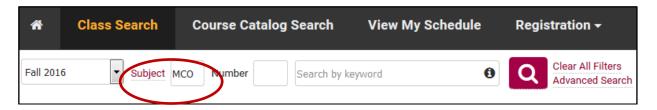


# 5) Type in your desired class prefix (MCO) to display all courses being offered in that topic area, and then click to search.

\*If you are searching for a specific course prefix number, you can put that in to limit the search results. All of the

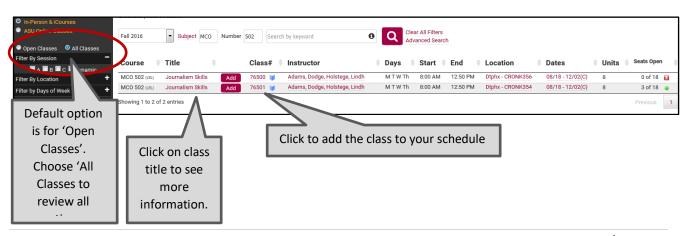
courses for your degree plan will be under the MCO class prefix. The Cronkite School also offers courses under

the JMC course prefix that you may be eligible for starting in the spring semester.



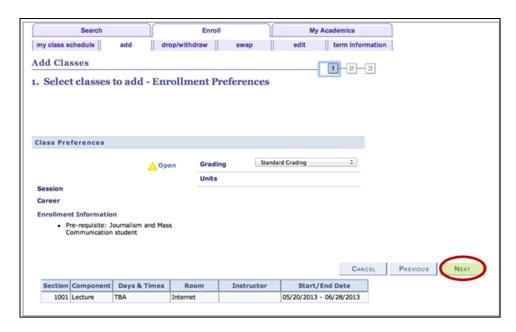
# 6) Identify your desired class and click "Add."

Search results based on your entered requirements are all shown on the page. Review class options and additional details if needed. Below are some additional options for you get acquainted with the various options that may help you in future searches.





7) Review the class information and click "Next." This will add the course to your "enrollment shopping cart," but it is NOT on your schedule yet.



8) Review your enrollment shopping cart and click "Proceed to step 2 of 3."

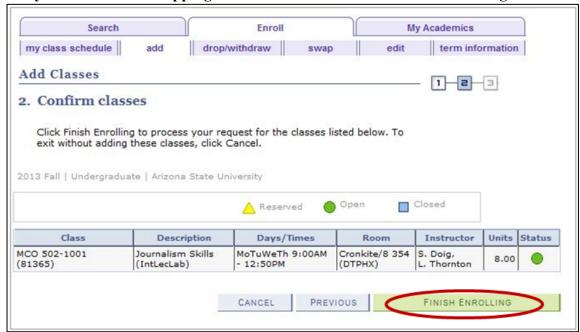
If you'd like to add additional courses, enter the five-digit class number or return to the class search by clicking "search."



# **Arizona State University**

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9) Review your enrollment shopping cart once more and click "Finish Enrolling."

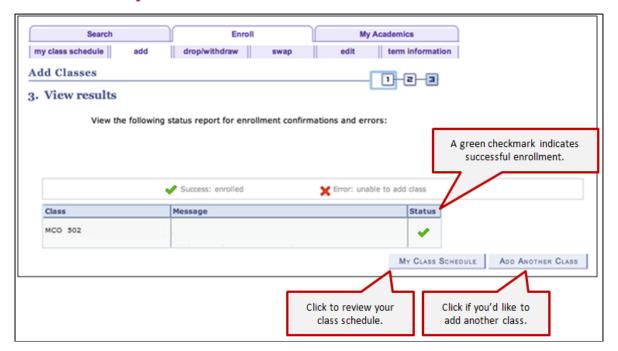


# 10) Review the "Status" column. A green checkmark indicates successful enrollment in the class.

From this screen, you can review your class schedule or add another class.



### **Arizona State University**



\*\*If you encounter any issues during the enrollment process, please copy/paste the error message and email to Aric.Johnson@asu.edu.