



**Master of Science,  
Digital Audience Strategy  
Student Handbook  
2023-2024**

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## INTRODUCTION

Welcome to Arizona State University's Master of Science in Digital Audience Strategy program, and to the Walter Cronkite School of Journalism and Mass Communication! You are now part of an incredible network of strategic thinkers, effective storytellers and impactful leaders who are driving digital communication forward.

Search engines, smartphones and social media have forever changed the way people consume messages online, and competition for audience attention is at an all-time high. Organizations in every industry need strategists who can combine audience research and data with innovative and creative content to connect the right messages to the right audience—and this program will prepare you to do just that. You will work side by side with industry veterans, top scholars and your fellow students to learn the theories, tools and tactics that propel audience growth, and you'll put them to practice by working with real clients. You will nurture the leadership skills that will help you successfully grow audiences wherever you go next.

This handbook lays the foundation for your success within this program. It sets shared expectations for ourselves as learners, communicators and colleagues. It also outlines the standards and policies set by the Cronkite School and ASU's [Graduate College](#).

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 in this program and beyond.

Sincerely,



Rebecca Blatt  
**Senior Associate Dean**

## GRADUATE STUDENT PLEDGE

I, \_\_\_\_\_, commit myself to meeting the highest standards of excellence, ethics and integrity, according to:

- [The American Marketing Association Code of Conduct](#)
- [Cronkite School Academic Integrity Policy](#)
- [The ASU Student Honor Code & Academic Integrity Policy](#)
- This Graduate Student Handbook

By signing below, I also affirm the following:

1. I take pride in my work. I dedicate myself to developing as a strategist, multimedia storyteller and industry leader.
2. I take pride in my professionalism. I meet deadlines, communicate clearly and openly, cultivate enthusiasm and give maximum effort to my work.
3. I respect my clients and the organizations I work with; I recognize that my strategic thinking, analysis and creativity can benefit them, and that their expertise and success help me learn. I commit myself to seeking a wide range of perspectives, tactics, ideas and innovations to aid their growth.
4. I recognize that my classmates, teachers and mentors are critical to my success in this program and the rest of my career. I treat each one with respect and offer support whenever I can.
5. I acknowledge I will have access to sensitive client accounts, passwords and user data, and I will protect any and all client and audience information. That means I may not access these accounts outside the scope of my work or share passwords with anyone outside of this program. If I have any questions about access to or use of accounts or data, I will ask Cronkite faculty for clarification.
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 a spirit of collaboration to all that I do.

I understand that cultivating a healthy, supportive community means abiding by these principles. I know that failing to uphold these responsibilities may result in my dismissal from the Cronkite School and suspension or expulsion from ASU.

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## **ASU CHARTER**

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

(Adopted 2014)

## **LAND ACKNOWLEDGEMENT**

Arizona State University's four campuses are located in the Salt River Valley on ancestral territories of Indigenous peoples, including the Akimel O'odham (Pima), Pee Posh (Maricopa) and Tohono O'odham peoples. The Walter Cronkite School of Journalism and Mass Communication recognizes, with respect and gratitude, the more than 20 Native Nations that have inhabited this land for centuries, and whose care and keeping of these lands allows us to be here today.

## **DIVERSITY, EQUITY AND INCLUSION**

**The Walter Cronkite School of Journalism and Mass Communication practices has a deep commitment to embracing diversity of thought and acceptance of all people regardless of race, gender, age, disability, veteran status, sexual orientation or societal, political, cultural, economic, spiritual or physical differences.**

The school directs efforts to the following principles:

- Actively seek out and encourage diverse populations to become members of the faculty, staff and the student body.
- Create and maintain a work, learning and social environment that is cognizant and supportive of a diversity of human differences and beliefs.
- Incorporate within the formal content of the curriculum and in each course an affirmation of the core journalistic values of accuracy, fairness, ethical behavior and sensitivity when reflecting an increasingly multicultural world.
- Foster and support a climate in which events and activities of the school reflect diversity of awareness, sensitivity to and support for people of different origins, orientations and abilities.
- Build a culture that exemplifies professionalism, respect and empathy for all community members.
- Empower students, faculty and staff to express their own experiences, ideas, questions, aspirations and concerns.
- Serve as a leader and role model for higher education, the media industry and the communities we serve -- affirming the values of justice, diversity, equity and inclusion, and eradicating all forms of racism, discrimination and oppression.

Cronkite School faculty, staff, students and alumni all play critical roles in cultivating a community that welcomes diverse experiences and perspectives, engages in thoughtful and respectful dialogue, and works together toward shared goals of understanding, equity, fairness and justice.

## **PROGRAM OVERVIEWS**

### **Master of Science in Digital Audience Strategy**

The MS-DAS is a 30-credit-hour program. This includes 21 credits of required core courses, 6 credits of electives, and a 3-credit required capstone course.

### **Accelerated Master's Program Master of Science in Digital Audience Strategy**

The AMP MS-DAS degree is available to Cronkite School undergraduates in the BA-Journalism and Mass Communication or BA-Sports Journalism degree programs who maintain at least a 3.25 undergraduate GPA and complete the requirements of the Accelerated Master's Program. Students in this program complete 9 credits of ("shared") graduate coursework before receiving the bachelor's degree and 21 credits of MS-DAS graduate coursework following completion of the bachelor's degree.



## PROGRAM GENERAL ADMISSIONS INFORMATION

**Degree admissions:** Applicants are eligible to apply to the program if they have earned a bachelor's degree or higher from an institution regionally accredited in the U.S. or the equivalent of a U.S. bachelor's degree from an international institution that is officially recognized by that country. Applicants 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. Read complete admissions information here:

<https://asuonline.asu.edu/online-degree-programs/graduate/digital-audience-strategy-ms/>

**Transfer credit:** Students are not permitted to transfer coursework from another institution or from another ASU program.

## **PROGRAM COSTS**

Tuition and fees for the graduate program are approved by the Arizona Board of Regents and may change year to year. For the most up-to-date cost calculation, students should use the ASU Tuition Estimator (<https://students.asu.edu/tuition>).

Please note that:

- The estimator assumes nine credit hours per semester. Students choosing to enroll in more or fewer credits should scroll down to view the breakdown by credit hour to find the most accurate estimate.
- The tuition estimator calculates costs for one academic year (Fall and Spring). However, keep in mind that the MSDAS program requires more than two semesters of coursework. The per-credit-hour tuition may vary in the summer or from year to year.
- Students should refer questions about the cost of attendance or tuition payment to ASU Student Business Services (<https://students.asu.edu/contact-tuition-billing>).

## **ETHICS, INTEGRITY AND PROFESSIONALISM**

As journalists and communicators, our integrity is central to our credibility and our success. Simply put, we won't accomplish any of our goals if audiences don't trust our work.

Therefore, the Cronkite School holds students to the highest standards of ethics and academic integrity. Please read through these codes in their entirety and ask questions if anything is unclear. Failing to uphold these ethical standards may result in disciplinary action up to and including dismissal from the master's program.

### **Academic Integrity**

All students are expected to adhere to the Arizona State University Academic Integrity Policy, found here: <https://provost.asu.edu/academic-integrity/policy>

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. If any student is found to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing and fabricating – that student shall receive a grade of XE for the class and may face dismissal from the Cronkite School master's program as well as suspension or expulsion from ASU. Please review [these examples](#) of how academic integrity principles are applied in journalistic work.

Any allegation of academic dishonesty will be referred to the school's Academic Integrity Officer for investigation and a determination of sanctions. Students have the opportunity to appeal the Academic Integrity Officer's findings to the Cronkite School Academic Standards Committee.

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.

### **Professional Ethics**

In addition to academic integrity commitments, students in Cronkite School must abide by the highest levels of professional ethics. Depending on the specific course and role, this may include the core principles of the [PRSA Code of Ethics](#) and/or the [American Marketing Association Code of Conduct](#).

### **ASU 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>.

### **Respect for the Learning Environment**

Students must exhibit professionalism in all course-related activities, assessments and communications. It is vital to the learning process that each student respects their instructor, classmates, clients, partners, sources, technology, equipment, and course content. Students who engage in damaging or abusive behavior — and those who consistently make disruptive, rude or intimidating comments in person or online — will be referred to [ASU's Student Rights and Responsibilities](#) for investigation and possible consideration for dismissal from the program. According to [ASU policy](#), "Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services. Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime."

## PROGRAM EXPECTATIONS

### 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 towards 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.

The MS-DAS degree may be completed in as little as three semesters. Students may start coursework in the fall, spring or summer semester. (See Appendix A for courses)

All fall and spring semester online courses take 7.5 weeks to complete. Session A courses are taught in the first 7.5 weeks of a regular semester, and Session B courses are offered in the second 7.5 weeks of a regular semester. Summer courses are completed in 6 weeks.

### Choosing Electives

MS-DAS students are required to successfully complete 6 credits of electives. This flexibility enables students to customize the program to suit their needs and career objectives; students should seek out electives that complement their professional goals, address gaps in skills or knowledge, and otherwise enhance their academic journeys. (For example, a student seeking advanced knowledge in analytics may take courses in statistical programming; a student seeking a management role may take courses in leadership; a student seeking a career in healthcare communication may take courses in public health.)

All electives eligible for MSDAS program credit must be 500-level courses; students may explore electives via the [ASU Class Search](#). All electives must be approved by Cronkite School; students must seek approval for each elective by completing this form:

<https://forms.gle/rPMesnN4Uh6TUsBNA>. Some non-department electives may carry additional fees.

### 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, achieving the benchmarks and requirements set by the individual degree programs as well as [ASU's Graduate College](#). If a student fails to satisfy the requirements of the 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 the Graduate College makes the final determination.

In order to make satisfactory academic progress, students must:

1. Maintain a minimum 3.00 for all GPA calculations:
  - 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. 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 (Incomplete) cannot appear on the iPOS.
2. Earn at least a B (3.00) in sections of MCO 561.
3. Earn at least a B (3.00) in the MCO 566 capstone course.
4. Remain continuously enrolled in the degree program and register for at least one graduate credit per fall and spring semester, or receive Graduate College approval through a Graduate College approved request to **Maintain Continuous Enrollment**.
5. Satisfy all requirements of the graduate degree program within three consecutive years.

If a student's GPA falls below 3.0, the student will be notified in writing and placed on probation. If the student's GPA is not raised to at least a 3.0 by the end of the next semester, the Cronkite School will recommend dismissal from the program.

Students who do not earn at least a B in MCO 561 may repeat the course once; if after two attempts a student has not earned a B (3.0) or better, the Cronkite School will recommend dismissal from the program.

To enroll in the MCO 566 (Capstone), students must earn a B (3.0) or better in MCO 561, and a C (2.0) or better in all other courses.

### **Incomplete Grades**

Students who receive an “Incomplete” grade in a graduate-level course (500-level or above) must complete the necessary work within 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.

### **Attendance and Deadlines**

Your success in marketing 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. Students requesting accommodations due to a religious observance, military service or ASU-sanctioned travel must notify their instructor at the beginning of the semester.

### **Disability Accommodations**

The Cronkite School works closely with ASU’s [Student Accessibility and Inclusion Learning Services](#) (SAILS) to support students with a range of health conditions. Students with documented disabilities may request accommodations such as, but not limited to, alternative testing, alternative formatted materials, captioning and/or assistive technology. Accommodations are determined on a case by case, course by course basis through the use of an interactive process between the student, Student Accessibility staff, course instructors and other university partners as needed to make an accommodation determination.

Students requesting accommodations in a course must work with SAILS to provide documentation of the disability and request specific accommodations in advance of the start of the course or as soon as possible for conditions diagnosed during the course term. Accommodations cannot be granted retroactively.

To complete this process, students start by completing a [registration form](#) and completing the intake process. Once a student is determined eligible for accommodations, they can access and request services at the [online portal](#) for students. Once a student has been made eligible for accommodations, they are responsible for requesting their accommodations for each course, each semester.

### **Sexual Violence or Harassment**

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 <https://sexualviolenceprevention.asu.edu/faqs>. As mandated reporters, instructors are obligated to report any information instructors become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling> is available if you wish to discuss any concerns confidentially and privately. ASU online students may access 360 Life Services, <https://goto.asuonline.asu.edu/success/online-resources.html>.



## STUDENT 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 completing the ASU Academic Affairs Report Form:

[https://asuacademicaffairs-advocate.symplicity.com/public\\_report/index.php/pid832808](https://asuacademicaffairs-advocate.symplicity.com/public_report/index.php/pid832808)

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.

After investigation, the Standards Committee will make a recommendation to the dean of the Cronkite School. The dean makes all final determinations on grade appeals at the Cronkite School.

### Academic Integrity Appeals

All Cronkite School instructors are required to forward any potential violation of the school's Academic Integrity Policy to the school's Academic Integrity Officer. The AIO will conduct an investigation and notify the student of a determination of responsibility and, if necessary, sanction(s).

Students have 10 business days from the time of notification to appeal the sanction to the Cronkite School Standards Committee. The Standards Committee reviews evidence provided by the Academic Integrity Officer 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 the dean of the Cronkite School for review. Any recommendation of suspension or dismissal will be forwarded to ASU's Graduate College for additional review.

### Dismissal Appeals

Students dismissed from the master's program for failing to make "satisfactory academic progress" or violating a code of ethics or conduct will be notified in writing and have 10 business days to appeal the determination to the Cronkite School Master's Committee. The Master's Committee will review documentation provided by the student as well as the basis for dismissal. The student will have the opportunity to meet with the committee members and explain the basis of their appeal. The Master's Committee will share its determinations with the

Cronkite School Dean, who will forward a recommendation to ASU's Graduate College. The Dean of ASU's Graduate College makes final decisions regarding dismissal from the program.

## **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 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 petition to have their graduation application moved to the following semester when they plan to complete all requirements. That request can be made through the Graduation Office at [graduation@asu.edu](mailto:graduation@asu.edu).

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 <https://students.asu.edu/graduation-apply>.

Students planning to complete their coursework in the summer semester may choose to attend ceremonies (sometimes referred to as applying to “walk” in a ceremony) in either May (before the summer semester) or December (the earliest ceremony after an August completion). This RSVP process is separate from applying to receive your diploma. To clarify, please [click on the “registration” tab on ASU’s graduation site](#).

## 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 online students to succeed academically, personally and professionally.

Cronkite School senior associate dean Rebecca Blatt and the Cronkite School advising team 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 or ASU resources. For academic advising questions, contact [cronkitegrad@asu.edu](mailto:cronkitegrad@asu.edu), or your adviser directly. You can log into your MyASU and find your adviser under the Academic Support Team box on your MyASU home page.

**Student success services:** The Cronkite School and ASU Online are committed to your success, which goes far beyond grades. Find tips for effective online learning here: <https://asuonline.asu.edu/newsroom/online-learning-tips> And learn more about the resources we offer online students—including success coaches, who are your own personal cheerleaders!—here: <https://asuonline.asu.edu/future-student/support>

**Cronkite School Career Support:** Cronkite School Career and Professional Development hosts dozens of recruiters and several job fairs throughout the year. [Please visit this page](#) to familiarize yourself with their services. Please note, students receiving internship offers through a Cronkite School Career Services event must register for Cronkite internship credit and pay the applicable tuition to participate in the internship.

**Online tutoring:** Students who seek support with writing or course concepts may pursue online tutoring. Tutoring is live, free and available to all ASU Online degree students. For more information, visit: <https://tutoring.asu.edu/student-services/online-tutoring>

**Online student clubs:** ASU Clubs connect online students from all over the world who share common interests, degree programs and school spirit. Learn more about engaging with your classmates in online clubs here: <https://asu.campuslabs.com/engage>

**Financial services:** For all financial questions, please contact ASU Financial Aid and Scholarship Services: <https://students.asu.edu/financialaid>

**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:  
<https://issc.asu.edu/>

**ASU Counseling & 360 Life Services:** ASU 360 Life Services is a confidential, comprehensive support program for students experiencing emotional concerns or other factors that affect their ability to achieve their goals. The 360 Life Services offers counseling and 24/7 crisis support via telephone or in person in your local community, as well as access to chat with topic specialists in legal, personal finance, childcare, education and other topics on your schedule.

For immediate live services: Call 833-223-9883

For non-emergency counseling, and support on childcare, caregiving, financial and other wellbeing topics: In any ASU Canvas course, locate the Resources tab in the left-hand navigation. Under “Support Team,” click “360 Life Services” to open the 360 Life Services Portal.

**Wellness Resources:** Graduate school is necessarily demanding, and we encourage you to use ASU resources to care for yourself through the rigors of the program.

Consult these “10 Best Practices in Graduate Student Wellbeing,” which shares ways graduate students can incorporate wellbeing across their academic career:  
[https://graduate.asu.edu/sites/default/files/student\\_well\\_being\\_best\\_practice.pdf](https://graduate.asu.edu/sites/default/files/student_well_being_best_practice.pdf)

Consult ASU’s “Graduate Wellness Resources” page for a guide to social, emotional, financial and physical health resources:  
[https://graduate.asu.edu/sites/default/files/wellness\\_resources.pdf](https://graduate.asu.edu/sites/default/files/wellness_resources.pdf)

**For life-threatening emergencies:** Call 911.

**Accessibility and 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 [Student Accessibility and Inclusive Learning Services \(SAILS\)](#) center 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 <https://eoss.asu.edu/drc>, calling 480-965-1234 or emailing [DRC@asu.edu](mailto:DRC@asu.edu). To speak with DRC office specific to ASU Online located on ASU's Downtown Phoenix campus, please use the following information: (Voice) 602-496-4321; (Location) University Center Building, Suite 160.

**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 <https://sexualviolenceprevention.asu.edu/>.

## REPORTING CONCERNS OR COMPLAINTS

ASU and the Cronkite School are committed to providing an environment that is free of discrimination, harassment and retaliation for students, faculty and staff, and we all play critical roles in cultivating a culture of safety, respect, inclusion and integrity. Those wanting to report concerns about discrimination, harassment, retaliation or violations of law or codes of conduct should reach out to the following resources.

**ASU Police Department:** Call 911 for life-threatening emergencies or 480.965.3456 for non-emergency matters.

**Cronkite School leadership:** Senior Associate Dean Rebecca Blatt oversees Cronkite School master's programs and can serve as a resource for any student concerns. You can reach her at [rebecca.blatt@asu.edu](mailto:rebecca.blatt@asu.edu) or 602.496.3244.

**Office of University Rights and Responsibilities:** OURR investigates complaints of discrimination or harassment against university faculty and staff. <https://urr.asu.edu/>

**Office of Student Rights and Responsibilities:** This office reviews and handles complaints regarding conduct of individual students and student groups. <https://eoss.asu.edu/dos/srr/filingreport>

**Title IX Coordinator:** If you are unsure what to do in a situation where sexual misconduct may have occurred you can contact the Title IX coordinator. <https://www.asu.edu/titleIX/>

**ASU Hotline:** If you have a pressing ethical or compliance concern or a highly sensitive matter that is best kept confidential and have exhausted other options for reporting your concerns, you may report your concern anonymously through the ASU Hotline: 877.786.3385 <https://inclusion.asu.edu/resources/reporting-options>

**Cronkite School Academic Integrity Officer:** Students who observe violations of the ASU Academic Integrity Policy should report these instances to the course faculty member or via the online intake form available here: <https://cronkite.asu.edu/about/academicinteg/>

## MyASU

Your [my.asu.edu](https://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.

For security reasons, accessing ASU services and courses requires [two-factor authentication using Duo](#). In order to log in to MyASU and Canvas, you are required to have a mobile device (mobile phone or tablet); a phone with active service to receive authentication calls and/or SMS-delivered passcodes; or a key-fob hardware token, YubiKey Security key or smartphone with a recent operating system compatible with the Duo Mobile app. For questions about Duo, please contact [ASU Technical Support](#).

Please take time to familiarize yourself with these areas:

**Profile:** Update your address, phone number, email information, or add guests (such as a parent) who may access your student 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 course content, and submit assignments. 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:** Locate the ASU Graduate College module reviewing academic integrity expectations. Please complete this as soon as possible. Note: This module explains the university-wide policy. The Cronkite School academic integrity policy includes additions specific to journalism students. Be familiar with both policies.

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



## MS-DAS COURSES

Required Core Courses - 21 credits		
Course	Course Title	Credits
MCO 561	Defining the Digital Audience	3
MCO 562	Search Engine Strategy for Digital Audience Acquisition	3
MCO 563	Social Media Campaigns and Engagement	3
MCO 564	Digital Audience Research and Behavior	3
MCO 565	Digital Audience Analytics	3
MCO 556	Media Entrepreneurship	3
MCO 506	Media Law for Strategic Communication	3
Electives - 6 credits		
	Elective 1	3
	Elective 2	3
	<b>CHOOSING ELECTIVES:</b> Students should seek out electives that complement their career goals, address gaps in skills or knowledge, and otherwise enhance their academic journeys. All electives eligible for MSDAS program credit must be 500-level courses; students may explore electives via the <a href="#">ASU Class Search</a> . See the section " <a href="#">Choosing Electives</a> " above for details.	
Required Capstone - 3 credits		
MCO 566	Digital Audience Management	3
Total required credit hours – 30 credits		

## REQUIRED COURSE DESCRIPTIONS

Required Core Courses - 21 credits		
Course	Course Title	Credits
MCO 561	<p><b>Defining the Digital Audience</b></p> <p>Who are the people who make up digital audiences? How do digital audiences behave? And why is it important to research, identify and monitor digital audiences and their engagement with your organization? Covers the very essence of the digital audience, exploring how community, consumer, social psychology and theory converge on digital platforms and social networks. Through case-study analyses, teaches how audiences differ across industries and platforms, the elements that engage or dissuade users, and how organizations use audience data to manipulate growth strategies. <i>(Students must pass MCO 561 with a grade of B (3.0) or better to register for MCO 562, MCO 563, MCO 564 and/or MCO 565)</i></p>	3
MCO 562	<p><b>Search Engine Strategy for Digital Audience Acquisition</b></p> <p>How to attract and grow audiences through strategic use of search engine marketing. Includes user search behavior, SEO (search engine optimization), tagging and coding for on-page SEO, SEM (search engine marketing), keyword research, competitive analysis, domain authority and pay-per-click advertising.</p>	3
MCO 563	<p><b>Social Media Campaigns and Engagement</b></p> <p>How to attract, engage and grow audiences on social media platforms through both organic and paid social media campaigns. Includes evaluating an organization's existing social media audience, identifying opportunities for audience growth across social media platforms, designing and generating content for specific platforms, measuring the impact of social media content, and developing an organizational strategy for managing social media across an enterprise.</p>	3
MCO 564	<p><b>Digital Audience Research and Behavior</b></p> <p>Provides skills to undertake research on digital audiences, customers, viewers, influencers and others with whom an organization seeks to communicate or build relationships. Digital data have profoundly reshaped how organizations mine and interpret audience data. Digital audience research as a subset of social research. Overviews both traditional and newer research methods for developing audience insights.</p>	3

MCO 565	<p><b>Digital Audience Analytics</b></p> <p>Provides skills to access, manipulate and translate audience data. How to mine data from websites, social networks, apps, email campaigns and video platforms, and how to use analysis tools and techniques to translate metrics into valuable, actionable insights that drive engagement strategies and business decisions. Works with real audience data to receive hands-on analysis and reporting experience.</p>	3
MCO 556	<p><b>Media Entrepreneurship</b></p> <p>The goal of this course is to familiarize 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.</p>	3
MCO 506	<p><b>Media Law for Strategic Communication</b></p> <p>Professional communicators must be well-versed in the fundamentals of the applicable law. This course requires students to engage in issues concerning the First Amendment, commercial advertising, copyright, trademarks, Section 230 and defamation. Such information is intended to help its recipients understand their rights (or lack thereof) to publish certain information, steer clear of lawsuits and increase their value in the workplace.</p>	3
MCO 566	<p><b>Digital Audience Management</b></p> <p>Challenges students to synthesize their digital audience knowledge and skills acquired in previous courses through a culminating experience. Working with a real client and live, ever-changing data, students work to increase and engage the client's digital audience, executing a growth campaign from audience identification, targeting and strategy development to implementation, engagement and measurement.</p> <p><i>(Students must pass MCO 561 with a grade of B (3.0) or better AND pass MCO 562, MCO 563, MCO 564 and MCO 565 with a minimum 3.0 GPA to register for MCO 566)</i></p>	3

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