

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu. Before academic units can advertise undergraduate minors or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the Office of the University Provost.

Definition and minimum requirements:

These are the minimum requirements for approval. Individual undergraduate minors may have additional requirements.

A minor is an approved, coherent focus of academic study in a single discipline, other than the student's major, involving substantially fewer hours of credit than a corresponding major. Certain major and minor combinations may be deemed inappropriate either by the college or department of the major or minor. Inappropriate combinations include (but would not be limited to) ones in which an excessive number of courses in the minor are simultaneously being used to fulfill requirements of the student's major.

A minor:

- Requires a minimum of 15 semester hours of which at least 9 semester hours must be upper division
- Is not intended for students pursuing a major in the department which offers the minor

College/School/Institute: Walter Cronkite School of Journalism and Mass Comm

Department/Division/School: NA

Proposing Faculty Group (if applicable): NA

Proposed Minor Name: Digital Audiences

Requested effective catalog year? 2016-17
For deadline dates see: [Curriculum Workflow Calendars](#).

Delivery method: Both, On-Campus and ASU Online

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

Campus/Locations: indicate all locations where this program will be offered.

Downtown Phoenix Polytechnic Tempe Thunderbird West Other: Online

Proposal Contact

Name: Marianne Barrett **Title:** Senior Associate Dean
Phone number: 602.496.6612 **Email:** marianne@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Christopher Callahan

Signature _____ **Date:** 10/16/2016

College/School/Division Dean name:
(if more than one college involved)

Signature _____ **Date:** / /20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

1. Overview

A. Description

Provide a brief description of the proposed minor.

The proposed digital audiences minor is a communications-based program where students who are interested in content creation are taught how to identify, find, engage, measure and grow audiences in the digital space via social media platforms and SEO.

B. Why should this be a minor rather than a concentration?

As social media platforms and SEO become increasingly important parts of 21st century careers, students from across ASU, not only those majoring in journalism and mass communication, will be interested in and benefit from learning the concepts, theories and skills that are key components of the proposed minor. The minor will be especially attractive to General Studies students and those pursuing the Bachelor of Interdisciplinary Studies.

C. Affiliation

If the minor is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

The minor will be offered by the Walter Cronkite School of Journalism and Mass Communication and open to all immersion and online ASU students. For Cronkite students, the minor will complement their degrees by providing them with opportunities and the tools to delve more deeply into audience engagement. For non-Cronkite students, through a series of five courses that progress from an introduction to digital audiences to a capstone where students apply what they've learned, the minor will provide an opportunity for them to gain content creation knowledge and skills that will be use in a variety of career tracks.

D. Demand

Explain the need for the new minor (e.g., market, student demand, interdisciplinary considerations).

Many of today's careers require knowledge of how to identify, reach and engage audiences with unique content and measure the results of those activities. This communication-based minor will give students from across ASU the opportunity to gain and apply that knowledge.

E. Projected Enrollment

What are enrollment projections for the first three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	75	150	200

2. Support and Impact

A. Faculty governance

Provide a supporting letter from the chair of the academic unit verifying that the proposed minor has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the minor as presented in the proposal, without impacting core program resources.

The Cronkite School's curriculum committee unanimously recommended the school's faculty approve the proposed minor in digital audiences. The School's faculty unanimously approved the proposal at its August 15, 2016 faculty meeting.

Sincerely,

Christopher Callahan

Dean and University Vice Provost

B. Other related programs

Identify other related ASU programs and outline how the new minor will complement these existing ASU programs. (If applicable, statements of support from potentially-affected academic unit administrators need to be included with this

proposal submission.)

The proposed minor will complement numerous ASU immersion and online programs from Communications to Digital Culture to English. It will be of particular interest to General Studies and Bachelor of Interdisciplinary Studies students.

C. Letter(s) of support

Provide a supporting letter from each college/school dean from which individual courses are taken.

All courses will be offered by the Walter Cronkite School of Journalism and Mass Communication.

3. Academic Curriculum and Requirements

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed minor. Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

In the five-course communications-based minor, students will gain a foundation in audience theory and social media platforms and will learn how to identify, reach and engage audiences in the digital environment.

B. Provide a description of the curricular requirements for the minor. Be specific in listing required courses as well as electives and specify the total minimum number of hours required for the minor. Please attach one or more model programs of study to illustrate the choices students might make, if appropriate.

Required Minor Courses

Prefix	Number	Title	Is this a new course?	Credit Hours
MCO	307	The Digital Audience	Yes	3
MCO	436	Audience Research and Behavior	Yes	3
MCO	437	Audience Acquisition and Engagement	Yes	3
MCO	438	Digital Audience Analysis	Yes	3
Section Sub-total				12

Elective Minor Courses

Prefix	Number	Title	Is this a new course?	Credit Hours
			(Select one)	
Section Sub-total				

Other Minor Requirements

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable Credit Hours

MCO 439 Digital Audience Growth. In this capstone, students will apply the knowledge and skills they acquired in the previous four courses. 3

Section Sub-total 3

Total minimum credit hours required for the Minor 15

C. Minimum residency requirement

How many hours of the minor must be ASU credit?

15

D. New Courses

Provide a brief course description for each new course.

MCO 307 The Digital Audience. The history of digital communities and audiences. The role of social networks and virtual communities in engaging audiences.

MCO 436 Audience Research. Traditional communications-based qualitative and quantitative techniques for developing audience insights including communications audits and content analysis.

MCO 437 Audience Acquisition and Engagement. How SEO works. The fundamentals of content creation across websites, social media and podcasts.

MCO 438 Digital Audience Analysis. How to understand and use audience data to identify, find and engage audiences. How to communicate information to internal and external audiences.

MCO 439 Digital Audience Growth. Capstone course in which students apply the knowledge and skills they have acquired in a project.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost’s Office approval before this certificate is put on Curriculum and Academic Programs Committee (CAPC) agenda

4. Administration and Resources

A. Describe the procedures and any qualifications for enrollment in the minor.
 The digital audiences minor is open to all ASU immersion and online students. The only additional qualification required for enrollment is a 2.00 cumulative ASU GPA. Students interested in adding this minor must see an adviser in the student's major to order to add it to the student's degree audit (DARS).

B. Describe the advising procedures as well as measures for verification of completion of the minor.
 This minor will be verified as completed by the degree audit (DARS) system. All classes must be completed with a grade of C or better in order to count towards the minor. Mass Communication and Media Studies students may pursue this minor, but they may not double count any courses for their minor and their major. Non-Cronkite students should direct advising questions about the minor to cronkiteadvising@asu.edu.

C. What are the resource implications for the proposed minor, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this minor, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this minor.
 No new resources will be required.

D. Primary Faculty
 List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed certificate
Leslie-Jean Thornton	Associate Professor	Digital audience theory and practice; The Digital Audience
Hazel Kwon	Assistant Professor	Social Media, Digital Audience Analysis
Jessica Pucci	Professor of Practice	Director of Cronkite Digital, Audience Acquisition and Engagement, Digital Audience Growth
Mark Hass	Professor of Practice	Public Relations; Audience Research and Behavior

5. Additional Materials

- A. Appendix
Complete and attach the Appendix document.
- B. Program of study
Provide one or more model programs of study (if appropriate).
- C. Attach other information that will be useful to the review committees and the Office of the Provost.

PROVOST OFFICE APPROVAL(S)

This proposal has been approved by all necessary Provost office levels of review. I recommend implementation of the proposed organizational change.

Office of the University Provost

Signature _____

Date: / /20

Note: An electronic signature, email, or a PDF of the signed signature page is acceptable.

APPENDIX
OPERATIONAL INFORMATION FOR MINORS

(This information is used to populate the Degree Search/catalog website.

Please consider the student audience in creating your text.)

1. Proposed Minor Name:

Minor in Digital Audiences

2. Description (150 words maximum)

The digital audiences minor is communication-based a program in which students are taught how to identify, find, engage, measure and grow audiences in the digital space via social media platforms and SEO. The program consists of a series of five courses.

3. Contact and Support Information

Building Name, code and room number: (Search ASU map)	CRONK 302
Program office telephone number: (<i>i.e.</i> 480/965- 2100)	602/496-5555
Program Email Address:	cronkiteinfo@asu.edu
Program Website Address:	https://cronkite.asu.edu

4. Program Requirements: Provide applicable information regarding the program such as curricular restrictions or requirements, specific course lists, or academic retention requirements.

Required Courses (15 credit hours)
MCO 307 The Digital Audience (3)
MCO 436 Audience Research and Behavior (3)
MCO 437 Audience Acquisition and Engagement (3)
MCO 438 Digital Audience Analysis (3)
MCO 439 Digital Audience Growth (3)

Students must complete MCO 307 first. In order to enroll in the course, students must have a 2.00 GPA

All subsequent courses require a “C” (scale is 4.00 = “A”) or better in MCO 307 and a 2.00 GPA. The MCO 439 capstone course requires a “C” or better in MCO 307, MCO 436, MCO 437 and MCO 438 and a 2.00 GPA.

To be awarded the minor, digital audiences students must have a minimum of a 2.00 GPA in all courses.

5. Additional Enrollment Requirements If applicable list any additional enrollment requirements students must complete

GPA Requirement: 2.00

Majors Ineligible to Add this Minor: None

Other Enrollment Requirements: None

Students in most majors may pursue at least one minor and, upon successful completion of the prescribed coursework, have that accomplishment officially recognized on the ASU transcript at graduation if the college or department of the minor officially certifies, through established verification procedures, that all requirements for the minor have been met and the college (and in certain colleges, the department) of the student's major allows the official recognition of the minor.

A student wishing to pursue a specific minor should consult an academic advisor in the unit offering that minor to ensure that an appropriate set of courses is taken. The student should also consult an academic advisor in the college or department of the major to make sure the college or department of the major allows the recognition of the minor.

Note: Certain major and minor combinations may be deemed inappropriate either by the college or department of the major or minor. Courses taken as part of a minor may not count toward both the major degree and the minor. Students should contact the department for more information.

6. Delivery/Campus Information Delivery:

(Select Delivery Method)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is

required to offer programs through ASU Online.

7. Campus/Locations: indicate all locations where this program will be offered.

- Downtown Phoenix Polytechnic Tempe Thunderbird West Other: Online

On Feb 8, 2017, at 5:41 AM, Steven Tepper <Steven.Tepper@asu.edu> wrote:

Dear Chris:

I believe many of our students in Herberger, especially students in digital culture, will be interested in your newly proposed minor focusing on digital audiences. All artists and designers today need to think about how they engage people in the aesthetic content they are producing, and much of that content is distributed online. Knowing how to identify, find, engage, measure, and grow online audience is critical in today's world.

I hope the new minor is approved and we will certainly promote it to our students who are interested in understanding and growing the demand side for media and artistic content.

Best,

Steven

Steven Tepper

Dean, Herberger Institute for Design and the Arts

Arizona State University

<https://asunow.asu.edu/20160802-creativity-stroke-genius-solving-problems-artistic-flair>

From: Todd Sandrin
Sent: Friday, February 03, 2017 12:37 PM
To: Marlene Tromp <Marlene.Tromp@asu.edu>; Marianne Barrett <marianne@asu.edu>
Subject: RE: Digital audiences minor

Dear Marianne,

Thanks for sharing with us your plans to develop this exciting degree program. We anticipate no negative impacts to programs in New College.

Best regards,
Todd

Todd R. Sandrin, Ph.D.

Professor, School of Mathematical and Natural Sciences
Senior Sustainability Scientist - Julie Ann Wrigley Global Institute of Sustainability
Senior Associate Dean, ASU New College | Director, NCUIRE



Arizona State University

4701 W. Thunderbird Rd. | Glendale, AZ 85306
602.543.6934 | Todd.Sandrin@asu.edu

From: Duane Roen
Sent: Monday, January 30, 2017 11:19 PM
To: Christopher Callahan <Christopher.Callahan@asu.edu>; Marlene Tromp <Marlene.Tromp@asu.edu>; Steven Tepper <Steven.Tepper@asu.edu>
Cc: Marianne Barrett <marianne@asu.edu>
Subject: RE: Digital audiences minor

Chris,

I checked with the appropriate faculty heads in CISA. We are all happy to support your proposal for a minor in digital audiences. Let us know what else we can do to be helpful.

Enjoy the winter weather!

Duane

Duane Roen

Vice Provost, Polytechnic campus
Dean, College of Integrative Sciences and Arts
Dean, University College
Arizona State University
College of Integrative Sciences and Arts | cisa.asu.edu
University College | universitycollege.asu.edu
Mail Code: 2780
7271 E Sonoran Arroyo Mall
Mesa, AZ 85212-6415



MEMORANDUM

To: Marianne Barrett
From: Casey Evans
Date: October 24, 2016
Subject: Undergraduate Certificate and Minor in Digital Audiences

Dear Jennifer,

Congratulations!

The Undergraduate Certificate and Minor in Digital Audiences has received support from Dean Philip Regier to be offered through ASU Online. This program must complete university governance reviews for formal approval. Please include this support memo along with your proposal submission when it is submitted formally to the university (to curriculumplanning@asu.edu) by your dean or their designee.

Please note that in order to proceed with implementation you must receive final approval to launch an online program from the University Provost.

Once again, congratulations! We are excited to work with you on your new program.

Thank you!

Casey Evans

Associate Director, Program and Project Management
EdPlus at ASU
Arizona State University
Phone: (480) 884-1631
Casey.l.evans@asu.edu

CC: Kim Naig