ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE DEGREE PROGRAM

This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. The proposal template should be completed in full and submitted to the University Provost's Office [mailto: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

College/School/Institute:	Walter Cronkite School of Journalism and Mass Comm
Department/Division/School:	
Proposing faculty group (*if applicable*)**:**	
Are two or more academic units collaborating on this program?	No, this is not a joint degree program

If "Yes", list all the additional college(s)/school(s)/institute(s) that will be involved in the development and resources for the degree program by offering courses, faculty or facilities. Please note: This question does not refer to official joint degree programs. Official joint degree programs are ones in which the degree is jointly conferred by two colleges. If the program is jointly conferred, please complete the Proposal to Establish a New Joint Undergraduate Degree Program.

Degree type:	BS-Bachelor of Science
If other; provide degree type title and proposed abbreviation:	
Name of degree program (major):	Digital Audiences
Are any concentrations to be established under this degree program?	No, concentrations will not be established.
Is a program fee required?	Yes, a program fee is required.
What is the first catalog year available for students to select on the undergraduate application for this this program?	2018-19

Delivery method and campus or location options: select all locations that apply

☒ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

☒ **Both on-campus and** ☒ ASU Online* - (check applicable campus(es) from options listed above)

☐ ASU Online only (all courses online and managed by ASU Online)

Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

Proposal Contact

Name:	Rebecca Blatt	**Title:**	Assistant Dean
Phone number:	919 428-1463	**Email:**	rebecca.blatt@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:** 12/19/2017

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.

ARIZONA STATE UNIVERSITY

1. Purpose and Nature of Program

Provide a brief program description. Include the distinctive features of the program that make it unique.

Organizations in both the public and private sectors have a critical and growing need to connect with audiences on digital and social media. Corporations, advocacy groups, entrepreneurs, government agencies, community groups, news organizations and nonprofits all need professionals who understand how to reach large online audiences in order to increase sales, advertising, donations, political support and community cohesion.

Leveraging online audiences requires training in social science research, data analysis, multimedia content creation, ethics, law, entrepreneurship, project management, writing and public speaking. The Cronkite School's new Bachelor of Science in Digital Audiences blends these disciplines in a data-driven, hands-on curriculum.

Through required coursework, students learn to measure and analyze how consumers interact with content online, on social media and on mobile devices. Using those measurement skills, students learn how to grow audiences through applying search engine optimization, search engine marketing, paid and organic social media campaigns and audience research in digital content creation. In the program's capstone experience, students work with real-world clients to create audience-first content and develop, test and execute audience growth strategies in real time.

Throughout the program, students develop a deep understanding of the ethics, laws, security risks and privacy concerns - all digital content creators must weigh in growing and engaging consumers.

2. Student Learning Outcomes and Assessment Methods

Assessment Plan
Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at https://uoeee.asu.edu/assessment-portal or contact uoeee@asu.edu with any questions.

3. Academic Curriculum and Requirements

A. Major Map
Attach a copy of the "proposed" major map for this degree program. If this program will be delivered online as well as in-person, attach a copy of both the major map and the online major map. Instructions on how to create a "proposed major map" in BAMM can be found in the Build a Major Map Training Guide.

B. Summary of Credit Hours Required for this Program
Total credit hours must be 120 and include first year composition, general studies, core/required courses, program specific electives, and any additional requirements (e.g., concentration credits).

Requirements	Credit Hours
First Year Composition	**6**
ASU 101 (or equivalent)	1
General Studies	44
Core/required courses	19
Program specific electives	12
Additional requirements	
Other; please explain (Electives)	38
Total	**120**

C.   Core/Required Courses

    i. Total required and/or core course credit hours

        19

    ii. List the prefix, number, name and credit hours for each required/core course for this program

        MCO 102 Fundamentals of Coding (1)

        MCO 120 Media and Society (3)

        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)

D.   Program Specific Electives

    i. Total required program elective credit hours

        12 (3 elective credits, 9 upper-level elective credits)

    ii. List the prefix, number, name and credit hours for any program specific electives for this program

        MCO 240 Media Issues in American Pop Culture (3)

        MCO 302 Media Research Methods (3)

        MCO 418 History of Mass Communication (3)

        MCO 425 Digital Media Literacy (3)

        MCO 430 International Mass Communication (3)

        MCO 435 Social Media (3)

        MCO 450 Visual Communication (3)

        MCO 456 Political Communication (3)

        MCO 460 Race, Gender, and Media (3)

        MCO 465 Sports and Media (3)

        MCO 473 Sex, Love, and Romance in the Mass Media (3)

        MCO 494 Special Topics (3)

E.   Additional Program Requirements, if any:
List and describe any capstone experiences, milestone, and/or additional requirements.

The required course MCO 439 - Digital Audience Growth - requires work with a real-world client. Students will develop a digital audience growth strategy for a specific campaign, execute the strategy for the client during the course and present their results to the client.

F. Concentrations

   i. Are any concentrations to be established under this degree program? No, concentrations will not be established.

   ii. If yes, are concentrations required? (Select One)

   iii. List courses & additional requirements for the proposed concentration(s)

Concentration Name	Total credit hours	Core/Required Courses for Concentration (Prefix, # & Title)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)

4. New Course Development

   A. Will a new course prefix (es) be required for this degree program? No
   If yes, list prefix name(s) (i.e. ENG- English):

   Note: A request for a New Prefix form must be completed for each new prefix required and submitted with this proposal:
   New prefix request form.

   B. New Courses Required for Proposed Degree Program
   List all new courses required for this program, including course prefix, number and course description.

   N/A

   Note: New course requests must be submitted electronically via Curriculum ChangeMaker and undergo all internal
   university review and approval steps including those at the unit, college, and university levels.

5. Program Need

Explain why the university needs to offer this program (include target audience and market).

There were approximately 173,000 average monthly postings for related jobs in the past year, according to ASU's Emsi economic modeling tool. For every three unique job postings, there was only one hire, underscoring an unsatisfied market demand.

Companies posting these jobs ranged from Oracle Corporation and Accenture to Facebook and Google. This suggests the Bachelor of Science in Digital Audiences could attract applicants with a range of professional interests and backgrounds.

The need for these skills is especially acute in the media industry. In research published by the Tow-Knight Foundation in 2016, news organizations identified "audience development and data" as one of the most sought-after skill sets for entry-level employees.

This program would give students the knowledge and skills required to excel in these high-demand jobs.

6. Impact on Other Programs

List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

7. Projected Enrollment

How many new students do you anticipate enrolling in this program each year for the next five years?

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	25	50	150	300	450

8. Accreditation or Licensing Requirements

If applicable, provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

N/A

9. Faculty & Staff

A. Current Faculty
List the name, rank, highest degree obtained, and area of specialization or expertise of all current faculty who will teach in the program, and estimate their level of involvement.

Jessica Pucci, Professor of Practice, Master of Arts, Digital Audience Strategy and Analytics 50% FTE

Hazel Kwon, Assistant Professor, PhD, Social Network Analysis and Mixed Methods Research 50% FTE

B. New Faculty
Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

We are in the process of hiring two additional assistant professor experts in digital audience strategy and research.

C. Administration of the Program
Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

ASU Admissions would handle processing of applications per the admission requirements, and Ed Plus would promote the program given its online delivery. Associate Dean Mark Lodato oversees that process on the Cronkite School end. Assistant Dean Rebecca Blatt oversees online programs and instructors. One full-time Cronkite School undergraduate recruiter is also a resource for potential applicants.

10. Resources (necessary to launch and sustain the program)

A. **Required Resources**
Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc.

This program requires constant attention to new tools, techniques and methodologies. Instructors have to continually anticipate trends and keep up with new tools to effectively teach courses such as social media, digital media literacy and digital audience analysis on current and emerging platforms. The program fee will support continuing education and experimentation, some of which require additional software subscription and association fees beyond what are typical for faculty members. Students will benefit by access to up-to-the-minute instruction and materials that will make them competitive in a fast-changing 21st century digital landscape. No other institution of higher education offers a similar fully online Bachelors of Science in Digital Audiences, and the proposed program fee reflects fairly the uniqueness, caliber, and anticipated demand of the program.

B. **Resource Acquisition**
Explain how the resources to support this program will be obtained.

Program fee

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS
(This information is used to populate the Degree Search/catalog website.)

1. **Program Name (Major):** Digital Audiences

2. **Marketing Description** (*Optional.* 50 words maximum. The marketing description should not repeat content found in the program description)

Companies and organizations around the world have a critical and growing need to connect with audiences on digital and social media to increase impact in everything from sales to community cohesion. The BS in digital audiences gives students the skills they need to use digital and social media to deepen impact in any industry.

3. **Program Description** (150 words maximum)

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

4. **Contact and Support Information**

Building code and room number: *(Search ASU map)*	CRONK 302
Program office telephone number: (*i.e. 480/965-2100*)	602/496-5055
Program Email Address:	cronkiteadvising@asu.edu
Program Website Address:	https://cronkite.asu.edu

5. **Delivery/Campus Information Options:**   Both, On-Campus and ASU Online

Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

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

☒ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

7. **Additional Program Description Information**

   A. Additional program fee required for this program?   Yes
   B. Does this program have a second language requirement?   No

8. **Career Opportunities**
   Provide a brief description of career opportunities available for this degree program. (150 words maximum)

Professionals with expertise in content strategy for digital audiences are in high demand across sectors and industries. Among the many career opportunities available are positions such as public relations specialists, news content promotors, political campaign directors, community organizers and corporate branding specialists.

9. **Additional Freshman Admission Requirements**
   If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

10. **Additional Transfer Admission Requirements**
    If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

11. **Change of Major Requirements**
Standard change of major text is as follows: A current ASU student has no additional requirements for changing majors. Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

If applicable, list any additional requirements for students who may change their major into this program.

12. **Keywords**
List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program.

social, social media, SEO, SEM, analytics, digital strategy, audience research, audience growth, marketing, journalism, digital marketing, content marketing

13. **Advising Committee Code**
List the existing advising committee code to be associated with this degree.

For online: UGCS01 For on-campus: UGCSDO

Note: If a new advising committee needs to be created, please complete the following form:
Proposal to create an undergraduate advising committee

14. **First Required Math Course**
List the first math course required in the major map.

MAT 142

15. **WUE Eligible**
Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for WUE?

No

Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.

16. **Math Intensity**
a. List the highest math course required on the major map. (This will not appear on Degree Search.)

MAT 142

b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: https://catalog.asu.edu/mathintensity

General

17. **ONET Codes**
Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: http://www.onetonline.org/crosswalk/SOC/. Alternate titles displayed on Degree Search may vary and can be found at: https://catalog.asu.edu/alternate-career-titles.

27-3099.00 - Media and Communication Workers

13-1161.00 - Market Research Analyst and Marketing Specialist

11-2031.00 - Public Relations and Fundraising Managers

27-3031.00 - Public Relations Specialist

13-1131.00 - Fundraisers

18. Area(s) of Interest

A. Select **one (1)** primary area of interest from the list below that applies to this program.

☐ **Architecture & Construction**	☐ **Health & Wellness**
☐ **Arts**	☐ **Humanities**
☐ **Business**	☐ **Interdisciplinary Studies**
☒ **Communications & Media**	☐ **Law, Justice, & Public Service**
☐ **Computing & Mathematics**	☐ **STEM**
☐ **Education & Teaching**	☐ **Science**
☐ **Engineering & Technology**	☐ **Social and Behavioral Sciences**
☐ **Entrepreneurship**	☐ **Sustainability**
☐ **Exploratory**	

B. Select **one (1)** secondary area of interest from the list below that applies to this program.

☐ **Architecture & Construction**	☐ **Health & Wellness**
☐ **Arts**	☐ **Humanities**
☒ **Business**	☐ **Interdisciplinary Studies**
☐ **Communications & Media**	☐ **Law, Justice, & Public Service**
☐ **Computing & Mathematics**	☐ **STEM**
☐ **Education & Teaching**	☐ **Science**
☐ **Engineering & Technology**	☐ **Social and Behavioral Sciences**
☐ **Entrepreneurship**	☐ **Sustainability**
☐ **Exploratory**	

2018 - 2019 Major Map
Digital Audiences BS, (Proposed)

School/College:
MQHBSGB

Term 1 0 - 13 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ MCO 120: Media and Society (SB)	3	C	• An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses
ASU 101-CS: The ASU Experience	1	C	• Mathematics Placement Assessment determines placement in mathematics course
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• ASU 101 or College specific equivalent First-Year Seminar required of all freshman students
MAT 142: College Mathematics (MA) OR Mathematics (MA)	3		
Humanities, Arts and Design (HU)	3		
Term hours subtotal:	13		

Term 2 13 - 29 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• Select your career interest area and play me3@ASU
Historical Awareness (H)	3		• Join a student club or professional organization
Natural Science - Quantitative (SQ)	4		
Social-Behavioral Sciences (SB)	3		
Elective	3		
⬥ Complete ENG 101 or ENG 105 or ENG 107 course(s).			
Term hours subtotal:	16		

Term 3 29 - 44 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
Mass Communication Elective	3		• Develop your skills
Lower Division Literacy and Critical Inquiry (L)	3		
Cultural Diversity in the U.S. (C)	3		
Complete 2 courses: Elective	6		
⬥ Complete First-Year Composition requirement.			
⬥ Complete Mathematics (MA) requirement.			
Term hours subtotal:	15		

Term 4 44 - 59 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ MCO 102: Fundamentals of Coding	1	C	
Computer/Statistics/Quantitative Applications (CS)	3		
Humanities, Arts and Design (HU)	3		
Social-Behavioral Sciences (SB)	3		
Complete 2 courses: Elective	5		
Term hours subtotal:	15		

Term 5 59 - 75 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 307: The Digital Audience	3	C	• Develop your professional online presence
⭐ Upper Division Mass Communication Elective	3		
Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
Upper Division Elective	3		
Elective	3		
Term hours subtotal:	16		

Term 6 75 - 90 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 436: Audience Research and Behavior	3	C	• Use Handshake to research employment opportunities
⭐ MCO 437: Audience Acquisition and Engagement	3	C	
Global Awareness (G)	3		
Upper Division Elective	3		
Elective	3		
⭐ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	15		

Term 7 90 - 105 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 438: Digital Audience Analysis	3	C	• Gather professional references
⭐ Upper Division Mass Communication Elective	3		• Apply for full-time career opportunities
Upper Division Literacy and Critical Inquiry (L)	3		
Upper Division Elective	3		
Elective	3		
Term hours subtotal:	15		

Term 8 105 - 120 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 439: Digital Audience Growth	3	C	
⭐ Upper Division Mass Communication Elective	3		
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
Complete 2 courses: Upper Division Elective	6		
Term hours subtotal:	15		

Hide Course List(s)/Track Group(s)

Mass Communication Electives

MCO 240: Media Issues in American Pop Culture

MCO 302: Media Research Methods

MCO 418: History of Mass Communication
(SB & H)

MCO 425: Digital Media Literacy

MCO 430: International Mass Communication
(G)

MCO 435: Social Media

MCO 450: Visual Communication (HU)

MCO 456: Political Communication (SB)

MCO 460: Race, Gender, and Media (C)

MCO 465: Sports and Media

MCO 473: Sex, Love, and Romance in the
Mass Media (SB)

MCO 494: Special Topics

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for
Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2018 - 2019 academic year.

2018 - 2019 Major Map
Digital Audiences BS (Online), (Proposed)

School/College:
LBFPCXU

Term 1 - A 0 - 7 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ MCO 120: Media and Society (SB)	3	C	• An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses
ASU 101-UC: The ASU Experience	1	C	• ASU 101 or College specific equivalent First Year Seminar required of all freshman students
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• Select your career interest area and play me3@ASU
Term hours subtotal:	7		

Term 1 - B 7 - 13 Credit Hours	Hours	Minimum Grade	Notes
MAT 142: College Mathematics (MA) OR Mathematics (MA)	3		• View ASU Online first-time freshman registration information here
Humanities, Arts and Design (HU)	3		• Mathematics Placement Assessment score determines placement in mathematics course
Term hours subtotal:	6		

Term 2 - A 13 - 19 Credit Hours	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• Create a first draft resume
Social-Behavioral Sciences (SB)	3		
Term hours subtotal:	6		

Term 2 - B 19 - 25 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
Computer/Statistics/Quantitative Applications (CS)	3		
Elective	3		
⬥ Complete ENG 101 or ENG 105 or ENG 107 course(s).			
Term hours subtotal:	6		

Term 3 - A 25 - 32 Credit Hours	Hours	Minimum Grade	Notes
Lower Division Literacy and Critical Inquiry (L)	3		
Natural Science - Quantitative (SQ)	4		
Term hours subtotal:	7		

Term 3 - B 32 - 38 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
Mass Communication Elective	3	C	
Historical Awareness (H)	3		
⬥ Complete Mathematics (MA) requirement.			
⬥ Complete First-Year Composition requirement.			

	Term hours subtotal:	6		

Term 4 - A 38 - 44 Credit Hours	Hours	Minimum Grade	Notes
Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
Elective	2		
Term hours subtotal:	6		

Term 4 - B 44 - 51 Credit Hours Critical course signified by 🔺	Hours	Minimum Grade	Notes
🔺 MCO 102: Fundamentals of Coding	1	C	
Cultural Diversity in the U.S. (C)	3		
Elective	3		
Term hours subtotal:	7		

Term 5 - A 51 - 57 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 307: The Digital Audience	3	C	• Develop your professional online presence
Elective	3		
Term hours subtotal:	6		

Term 5 - B 57 - 63 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 436: Audience Research and Behavior	3	C	
Global Awareness (G)	3		
Term hours subtotal:	6		

Term 6 - A 63 - 69 Credit Hours	Hours	Minimum Grade	Notes
Social-Behavioral Sciences (SB)	3		• Use Handshake to research employment opportunities
Elective	3		
Term hours subtotal:	6		

Term 6 - B 69 - 75 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 437: Audience Acquisition and Engagement	3	C	
Elective	3		
⭐ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	6		

Term 7 - A 75 - 81 Credit Hours	Hours	Minimum Grade	Notes
Humanities, Arts and Design (HU)	3		• Complete an in person or virtual practice interview
Elective	3		
Term hours subtotal:	6		

Term 7 - B 81 - 87 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ Upper Division Mass Communication Elective	3	C	
Upper Division Elective	3		
Term hours subtotal:	6		

Term 8 - A 87 - 93 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 438: Digital Audience Analysis	3	C	
Elective	3		
Term hours subtotal:	6		

Term 8 - B 93 - 99 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Literacy and Critical Inquiry (L)	3		• Gather professional references
Upper Division Elective	3		
Term hours subtotal:	6		

Term 9 - A 99 - 105 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
Upper Division Elective	3		
Term hours subtotal:	6		

Term 9 - B 105 - 111 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ MCO 439: Digital Audience Growth	3	C	• Apply for full-time career opportunities
Upper Division Elective	3		
Term hours subtotal:	6		

Term 10 - A 111 - 117 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ Upper Division Mass Communication Elective	3	C	
Upper Division Elective	3		
Term hours subtotal:	6		

Term 10 - B 117 - 120 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ Upper Division Mass Communication Elective	3	C	
Term hours subtotal:	3		

Hide Course List(s)/Track Group(s)

Mass Communication Electives
MCO 240: Media Issues in American Pop Culture
MCO 302: Media Research Methods
MCO 418: History of Mass Communication (SB & H)
MCO 425: Digital Media Literacy
MCO 430: International Mass Communication (G)
MCO 435: Social Media

MCO 450: Visual Communication (HU)

MCO 456: Political Communication (SB)

MCO 460: Race, Gender, and Media (C)

MCO 465: Sports and Media

MCO 473: Sex, Love, and Romance in the
Mass Media (SB)

MCO 494: Special Topics

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for
Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2018 - 2019 academic year.

| Date: | 12/1/2017 | Program Name: | BS in Digital Audiences | Status: | UOEEE Provisional Approval |

Comment

Assessment Plan

Outcome 1:	Graduates of the program will be able to analyze quantitative digital performance data to track audience behavior.
Measure 1.1	In the course MCO 438 Digital Audience Analysis, students must pass the Google Analytics certification exam (instrument), recognized across the communications industry as evidence of quantitative literacy and ability to use digital performance data to track audience behavior (direct measure).
Performance Criterion 1.1	
Measure 1.2	In MCO 438 Digital Audience Analysis, students will complete five written assignments that require critical thinking in categorizing, synthesizing and inferring relationships from quantitative audience behavior data. Work will be graded against a rubric (instrument) of professional standards of audience data analysis (direct measure).
Performance Criterion 1.2	
Measure 1.3	
Performance Criterion 1.3	
Outcome 2:	Graduates of the program will be able to use research to identify target audiences.
Measure 2.1	In the course MCO 439 Digital Audience Growth, students will use audience research and an awareness of global and cross-cultural diversity to identify target audiences for a capstone project. The Cronkite School will work with a team of outside experts to evaluate a random sample of projects against a rubric (instrument) of professional standards for identification of target audiences (direct measure).
Performance Criterion 2.1	
Measure 2.2	In the course MCO 436 Audience Research and Behavior, students will produce written communication summarizing qualitative and quantitative digital audience research, drawing on principles of social science, ethics and the scientific method. Student work will be evaluated against a rubric (instrument) of professional standards for this outcome (direct measure).
Performance Criterion 2.2	
Measure 2.3	
Performance Criterion 2.3	
Outcome 3:	Graduates of the program will be able to create and distribute social media content with an intended impact on a target audience.
Measure 3.1	In the capstone course MCO 439 Digital Audience Growth, students will draw on principles of rhetorical strategy to create and distribute content for a targeted social media campaign. A team of outside experts will evaluate a random sample of of capstone projects against a rubric (instrument) of professional standards for effective social media content (direct measure).
Performance Criterion 3.1	
Measure 3.2	In the capstone course MCO 439 Digital Audience Growth, students will use the scientific method to test control and experimental treatments of social media content and make recommendations to further optimize impact. A team of outside experts will evaluate a random sample of projects against a rubric (instrument) of professional standards for testing and optimizing effective social media content (direct measure).
Performance Criterion 3.2	
Measure 3.3	

Performance Criterion 3.3

Outcome 4:	Graduates of the program will be able to create and execute an audience growth strategy using digital platforms.
Measure 4.1	Drawing on coursework from throughout the program, students in the capstone course MCO 439 Digital Audience Growth, will develop, execute and measure effectiveness of a digital audience growth strategy for a client. A team of outside experts will evaluate a random sample of projects against a rubric (instrument) of professional standards for audience growth strategies (direct measure).
Performance Criterion 4.1	
Measure 4.2	
Performance Criterion 4.2	
Measure 4.3	
Performance Criterion 4.3	
Outcome 5:	Graduates of the program will be able to create and execute audience growth strategies that meet the highest standards of social science and journalistic ethics.
Measure 5.1	Drawing on ethical frameworks embedded throughout the program, students in the capstone course MCO 439 Digital Audience Growth will present their digital audience strategy work in a recorded oral presentation that addresses their ethical choices. A team of outside experts will evaluate a random sample of capstone projects against a rubric (instrument) of ethical standards for audience research and growth strategies (direct measure).
Performance Criterion 5.1	
Measure 5.2	
Performance Criterion 5.2	
Measure 5.3	
Performance Criterion 5.3	

If you would like to make additional revisions to the plan, please make revisions to this document and email to wlkrause@asu.edu.

After faculty review of the proposals we contend that while narrower in focus the newly proposed degrees do fall heavily in the shadow of our MA in Social Technology program. Additionally, this program at the moment is only a ground program and we have seen in the past how online programs naturally syphon enrollment from ground ones. Thus, we believe that it would have a direct impact on our program enrollment.

We recognize the Cronkite school was supportive in our efforts to develop the MAST program and want to reciprocate the collegiality extended in that instance. However, we do so with considerable caution as we do contend that this proposed degree program will have an impact on ours.

Thus, we have several stipulations that may ameliorate or at least reduce the competition.

1. Coordination between the two programs so that courses are shared (ASU seems to be allowing more crossover of ASU online and ground courses than in the past). Thus, our i-course offerings could be used in the proposed program and conversely our students could enroll in appropriate o-courses in the Cronkite program.

2. Cronkite and SBS continue to coordinate and work together on the development of future programs (i.e., consult and support as necessary) in social media, social technology, and digital audiences. At the moment both programs share interest and strength in these areas. Thus, it makes sense to collaborate rather than to compete. This may even entail joint programs at some point. Or certainly a slicing of the curriculum pie that is equitable for both parties. This could also involve 'branding' that is unique to each location (e.g., digital audiences given the current proposals could be and remain part of the Cronkite branding while social technology would reside with SBS). Social media is a term used in both places and would need to be managed accordingly.

3. Following from the points already made, SBS intends to develop undergraduate and perhaps additional graduate curricula in social technologies. We would expect Cronkite to be supportive and collaborative in future of these efforts.

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From: Christopher Callahan <Christopher.Callahan@asu.edu>
Date: January 3, 2018 at 1:33:17 PM MST
To: "Amy Hillman (DEAN)" <AMY.HILLMAN@asu.edu>
Subject: RE: Cronkite Impact statements

Thanks Amy. Yes, we will follow all of the recommendations from Amy.
Thanks, and best,
Chris

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From: Amy Hillman (DEAN)   **Sent:** Wednesday, January 3, 2018 1:14 PM   **To:** Christopher Callahan
<Christopher.Callahan@asu.edu>   **Subject:** FW: Cronkite Impact statements

Hi Chris,

Thank you for your patience. As you probably anticipated, my chair of marketing has some issues. However, I believe she's made some reasonable requests below (I highlighted in yellow). One is a framing of "traditional marketing" that is inaccurate, one a course title and last, that you preapprove related academic programs we have in process.

Please let me know if you'd like to discuss, but if you are OK with these items, we approve.

Amy

Amy Hillman, PhD
Dean and Rusty Lyon Chair of Strategy   Arizona State University
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From: Amy Ostrom <AMY.OSTROM@asu.edu>   **Date:** Wednesday, December 27, 2017 at 3:27

PM   **To:** Amy Hillman <AMY.HILLMAN@asu.edu>, Kay Faris <KAY.FARIS@asu.edu>   **Subject:**
Cronkite Impact statements

Hi Amy and Kay,

I had the opportunity to review the programs and discuss them with Bret Giles.

The description of the BS program covers what we teach across our core courses (e.g.,
Consumer Behavior; Marketing Research) and in the key courses in our digital concentration
(Creating Digital Experiences; Social Media and Content Marketing). Given the sheer number of
their digital courses, they will be covering some of the topics in more detail than we do. They
say what they are doing is different than traditional training in marketing. I am not sure what is
meant by traditional marketing. However, it is the training we provide in marketing today. People
who gain the skills described in both the BS and Masters degree get hired into marketing areas
within companies. If you change audience to consumer, there is considerable overlap with what
we would consider squarely in our domain. These degree programs and the courses for the
Masters program are broad and not tailored to media companies, which makes this even more
directly in our area. There is no mention of topics that are more specific to media companies
such as accelerated mobile pages. I should note we also have a course in our full-time MBA
program (Creating Digital Experiences) that covers some of these same topics.

If I remember correctly, when it came to the minor, when we raised concerns, it went on to be
approved without our input. Kay, is that how you remember it?

If this is going to go through regardless, I would ask for the following:
1.   Remove in both the BS and MS program need descriptions the sentence "But the expertise
required to leverage online audiences is different from traditional training in marketing…" This
implies we do not provide any of this training when, in fact, we do.
2.   Rename MCO 562 Digital Audience Acquisition and Search Engine Marketing to something
that does not include the term marketing. I think this may lead to student confusion.
3.   Provide approval ahead of time (preapprove) all digital marketing degrees and courses that
we want to pursue out of WPC, with specific focus on the following:
·   Our BS Marketing (Digital) to go online, including any new digital-related courses
·   A Masters in Digital Marketing Strategy and Execution, including any new digital-related
courses
·   A Certificate in Digital Marketing (which is already on the Academic Plan)

We are currently revising our curriculum in this area to make sure we are at the forefront of skills
needed. I want to make sure changes we want to make are not impeded by what Cronkite is

doing. Hopefully, students who want degrees from WPC will be different from those who decide to pursue degrees through Cronkite. Now that our BS Marketing is online, I would like to get our BS Marketing (Digital) online as soon as possible. Raghu and I met with Darcy with EdPlus. Adidas is interested in online digital marketing content so this may align nicely. If we were to offer a masters, it would most likely be in the digital space (title above is tentative).

As always, I am happy to discuss this more.

Best,
Amy

From: Duane Roen
Sent: Tuesday, December 19, 2017 5:45 PM
To: Christopher Callahan <Christopher.Callahan@asu.edu>; Amy Hillman (DEAN) <AMY.HILLMAN@asu.edu>; Steven Tepper <Steven.Tepper@asu.edu>; Todd Sandrin <Todd.Sandrin@asu.edu>
Cc: Rebecca Blatt <Rebecca.Blatt@asu.edu>
Subject: RE: Impact statements

Chris,

CISA is delighted to support your proposals for a BS in Digital Audiences and an MS in Digital Audience Strategy.

Let us know what else we can do to help.

Best,
Duane

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