

# DIGITAL MEDIA ANALYTICS, CERTIFICATE

Develop data-analysis skills and gain a theoretical understanding of how digital media function in contemporary society, particularly within journalism, strategic communication, and mass media contexts.

The Certificate in Digital Media Analytics includes a foundational course, a choice of skills courses in statistics, analytics, and communications research, and a wide range of social impacts courses to understand how digital media influences society and behavior. A capstone course in data analysis and visualization completes the certificate.

Any undergraduate student, including those in the Journalism bachelor's degree program, may earn this certificate to get training in digital media analytics and add this credential for careers in media-related industries like data journalism, data-driven strategic communication (e.g., advertising, public relations, communication campaigns), and data-informed sports communication.

## HOW TO GET IN

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The Certificate in Digital Media Analytics will be open to any University of Wisconsin-Madison undergraduate student with a minimum 2.000 University GPA. Students may declare or cancel the certificate at any time by filling out a declaration form available on the SJMC website (<https://journalism.wisc.edu/undergraduate/digital-media-analytics-certificate/>).

## REQUIREMENTS

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The certificate requires a minimum of 12 credits.

Code	Title	Credits
<b>Foundational Courses (complete at least one)</b>		<b>3-4</b>
JOURN 175	Media Fluency for the Digital Age	
JOURN 201	Introduction to Mass Communication	
<b>Skills Course (complete at least one)</b>		<b>3-4</b>
JOURN 657	Understanding Research Design & Statistics in Mass Communication	
JOURN 658	Communication Research Methods	
LSC 460	Social Media Analytics	
STAT 240	Data Science Modeling I	
STAT 301	Introduction to Statistical Methods	
STAT 324	Introduction to Statistics for Science and Engineering	
STAT 371	Introductory Applied Statistics for the Life Sciences	
<b>Social Impacts Courses (complete at least one)</b>		<b>3-4</b>

JOURN/ HISTORY 560	History of U.S. Media	
JOURN 561	Mass Communication and Society	
JOURN 563	Law of Mass Communication	
JOURN 564	Media and the Consumer	
JOURN 565	Effects of Mass Communication	
JOURN 566	Communication and Public Opinion	
JOURN 567	Mass Media and Global Communication	
JOURN/ COM ARTS/ HDFS 616	Mass Media and Youth	
JOURN/ COM ARTS/ LSC 617	Health Communication in the Information Age	
JOURN 618	Mass Communication and Political Behavior	
JOURN 620	International Communication	
JOURN 622	The Impact of Emerging Media	
JOURN 651	Communicating Sports Controversies	
JOURN/ ASIAN AM 662	Mass Media and Minorities	
JOURN 664	Social Networks in Communication	
JOURN 678	Legal & Ethical Dimensions of Emerging Media	
<b>Capstone Course</b>		
JOURN/L I S 677	Concepts and Tools for Data Analysis and Visualization	3

**Total Credits** **12**

## RESIDENCE AND QUALITY OF WORK

- At least 7 certificate credits must be completed in residence.
- Minimum 2.000 GPA on all certificate courses.

## CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

## LEARNING OUTCOMES

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1. Apply fundamental data science concepts and skills to improve the critical understanding of the roles of evolving digital media in journalism, mass communication, strategic communication, and sports communication.
2. Effectively and ethically use digital media to communicate complex data and results to a broad and diverse range of stakeholders.
3. Strategically, creatively and critically use digital media and analytics for compelling data-driven storytelling.

4. Develop an understanding of the key perspectives on the social and media contexts in which digital media operate.
5. Develop effective practices to advance inclusion and social justice in media professions and communication research.

## ADVISING AND CAREERS

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Lauren Anderson is the undergraduate advisor for the Digital Media Analytics certificate. Students are encouraged to meet with Lauren when they have questions about the courses and requirements for the certificate: [lauren.anderson@wisc.edu](mailto:lauren.anderson@wisc.edu).

The Certificate in Digital Media Analytics encourages students to get involved in related internships and career-building courses related to digital media analytics.

### SUCCESSWORKS

SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps you turn the academic skills learned in your classes into a fulfilling life, guiding you every step of the way to securing jobs, internships, or admission to graduate school.

Through one-on-one career advising, events, and resources, you can explore career options, build valuable internship and research experience, and connect with supportive alumni and employers who open doors of opportunity.

- What you can do with your major (<https://successworks.wisc.edu/what-you-can-do-with-your-major/>) (Major Skills & Outcomes Sheets)
- Make a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
- Try “Jobs, Internships, & How to Get Them,” (<https://successworks.wisc.edu/canvas/>) an interactive guide in Canvas for enrolled UW–Madison students