

DIGITAL MEDIA ANALYTICS, CERTIFICATE

REQUIREMENTS

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The certificate requires a minimum of 12 credits.

Code	Title	Credits
Foundational Courses (complete at least one)		3-4
JOURN 175	Media Fluency for the Digital Age	
JOURN 201	Introduction to Mass Communication	
Skills Course (complete at least one)		3-4
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	
Social Impacts Courses (complete at least one)		3-4
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	
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Capstone Course

JOURN/L I S 677	Concepts and Tools for Data Analysis and Visualization	3
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Total Credits		12
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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.