

# 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.