

DATA AND COMMUNICATION, M.S.

Data driven decisions, data-based strategies, and digital storytelling are essential skills for communication professionals. This program combines courses from the School of Journalism and Mass Communication with the School of Information Science. This flexible online program was created for professionals who want to update their skills or those seeking to enter their career with the most up-to-date skills.

Learning Outcomes

Upon graduation students will be able to:

1. Understand data and information gathering techniques, multiple data analysis approaches and master tools for data interpretation.
2. Develop systems for data mining, selection, collection, regression, classification, clustering, and storytelling, integrating information and using theoretical and technical resources to design solutions.
3. Understand and strategically respond to communication and ethical challenges in the digital domain.
4. Apply theory and research methods to develop data-based strategy and gain insights for desired communication outcomes.
5. Describe strategic planning processes and the various steps involved in developing, managing, implementing, and managing strategic communications.