DATA AND COMMUNICATION, M.S.

Data driven decisions, data-based strategies, and digital storytelling are essential skills for communication professionals. This flexible online program is aimed at professionals who want to enhance their career with skills needed to analyze, understand, and communicate data using current and future technologies such as Artificial Intelligence (AI) to make meaningful impact in their workplaces and society.

Learning Outcomes

1. Students will demonstrate knowledge of the strategic planning processes and the various steps involved in managing, implementing, and managing strategic communications.
2. Students will evaluate systems for data mining and analysis for optimal communication and storytelling solutions.
3. Students will apply data and information gathering techniques, multiple data analysis approaches and master tools for data interpretation.
4. Students will evaluate ethical challenges in the digital domain and create appropriate strategic communication responses.
5. Students will critically analyze AI generated output.

Degree Requirements (30 hours)
Core Courses

Course	Title	Credits
ISCI/JOUR 709	Fundamentals of Data and Digital Communications	3
ISCI 534	Knowledge Discovery Techniques	3
Select one of the following Digital Law and Ethics courses:		3
JOUR 706	Media Law	
ISCI 805	Information Policy and Ethics	
Select one of the following Research Methods courses:		3
ISCI 705	Research Design and Evaluation	
JOUR 701	Research Methods in Mass Communication	
JOUR 705	Strategic Communications Principles	3
ISCI 560	Data Visualization	3
ISCI/JOUR 788	Implementing Data and Digital Communications	3
Total Credit Hours		**21**

Electives (9 hours)

9 credits of electives are required for this degree. Electives must be approved by an advisor.

At least half of the program of study must be at the 700 level or above