

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.