

# DATA AND COMMUNICATION, CERTIFICATE

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Data driven decisions, data-based strategies, and digital storytelling are essential skills for communication professionals. This flexible online certificate 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.

## Certificate Requirements (12 hours)

### Core Courses (9 hours)

Course	Title	Credits
ISCI 709	Fundamentals of Data and Digital Communications	3
or JOUR 709	Fundamentals of Data and Digital Communications	
JOUR 705	Strategic Communications Principles	3
Data-Select one of the following:		3
ISCI 534	Knowledge Discovery Techniques	
ISCI 560	Data Visualization	
Other approved courses		
<b>Total Credit Hours</b>		<b>9</b>

### Elective (3 hours)

Course	Title	Credits
Select one 3-credit elective (must be approved by an advisor)		3
<b>Total Credit Hours</b>		<b>3</b>