

DIGITAL MEDIA ANALYTICS, CERTIFICATE

The Certificate in Digital Media Analytics is a 12-credit program that equips students with data analysis skills and a theoretical understanding of how digital media function in contemporary society, particularly within journalism, strategic communication, and mass media contexts. This certificate program prepares students for successful careers in data journalism, data-driven strategic communication (e.g., advertising, public relations, communication campaigns), and data-informed sports communication. The program serves both Journalism majors (as an elective sequence) and non-Journalism majors (offering training and credentials in digital media analytics to facilitate entry into media-related industries).