

# 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).

## HOW TO GET IN

The Certificate in Digital Media Analytics will be open to any University of Wisconsin-Madison undergraduate student with a minimum 2.000 University GPA. Students may declare or cancel the certificate at any time by filling out a declaration form available from the SJMC advisor and administrative staff.

## REQUIREMENTS

### REQUIREMENTS FOR THE CERTIFICATE

The certificate requires a minimum of 12 credits.

Code	Title	Credits
<b>Foundational Courses (complete at least one)</b>		<b>3-4</b>
JOURN 175	Media Fluency for the Digital Age	
JOURN 201	Introduction to Mass Communication	
<b>Skills Course (complete at least one)</b>		<b>3-4</b>
JOURN 658	Communication Research Methods	
LSC 460	Social Media Analytics	
STAT 240	Data Science Modeling I	
STAT 301	Introduction to Statistical Methods	
STAT 324	Introductory Applied Statistics for Engineers	
STAT 371	Introductory Applied Statistics for the Life Sciences	
<b>Social Impacts Courses (complete at least one)</b>		<b>3-4</b>
JOURN/ HISTORY 560	History of U.S. Media	
JOURN 561	Mass Communication and Society	
JOURN 563	Law of Mass Communication	
JOURN 564	Media and the Consumer	
JOURN 565	Effects of Mass Communication	
JOURN 566	Communication and Public Opinion	

JOURN/ COM ARTS/ HDFS 616	Mass Media and Youth
JOURN/ COM ARTS/ LSC 617	Health Communication in the Information Age
JOURN 618	Mass Communication and Political Behavior
JOURN 620	International Communication
JOURN 621	Mass Communication in Developing Nations
JOURN 622	The Impact of Emerging Media
JOURN 651	Sports Controversies & Communication Professions
JOURN/ ASIAN AM 662	Mass Media and Minorities
JOURN 664	Social Networks in Communication
JOURN 670	Community Service Learning: Technology for Social Change
JOURN 678	Legal & Ethical Dimensions of Emerging Media

#### Capstone Course

JOURN/L I S 677	Concepts and Tools for Data Analysis and Visualization	3
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**Total Credits** 12

## RESIDENCE AND QUALITY OF WORK

- At least 7 certificate credits must be completed in residence.
- Minimum 2.000 GPA on all certificate courses.

## LEARNING OUTCOMES

1. Apply fundamental data science concepts and skills to improve the critical understanding of the roles of evolving digital media in journalism, mass communication, strategic communication, and sports communication.
2. Effectively and ethically use digital media to communicate complex data and results to a broad and diverse range of stakeholders.
3. Strategically, creatively and critically use digital media and analytics for compelling data-driven storytelling.
4. Develop an understanding of the key perspectives on the social and media contexts in which digital media operate.
5. Develop effective practices to advance inclusion and social justice in media professions and communication research.

## ADVISING AND CAREERS

Sandra Kubat is the undergraduate advisor for the Certificate in Digital Media Analytics program. Students are encouraged to meet with Sandra when they have questions about the courses and requirements for the certificate. Contact her by email at [skubat@wisc.edu](mailto:skubat@wisc.edu).

The Certificate in Digital Media Analytics encourages students to get involved in related internships and career-building courses related to digital media analytics. Students seeking assistance in securing internships

and/or planning their careers should contact Pamela Garcia-Rivera, Media, Information and Communication Career Advisor. Contact her by email at pgarciariver@wisc.edu.

## PEOPLE

### FACULTY

Christopher Cascio  
Katheryn Christy  
Kathleen Culver (SJMC Director)  
Lucas Graves  
Young Mie Kim  
Kathryn McGarr  
Douglas McLeod (SJMC Undergraduate Committee Chairperson)  
Lindsay Palmer  
Susan Robinson  
Karyn Riddle  
Hernando Rojas  
Dhavan Shah  
Michael Wagner  
Jing Wang  
Sijia Yang (CERT256 Faculty Director)

### TEACHING FACULTY

Matthew Hermann  
Debra Pierce