

# INFORMATION: CAMPUS PROGRAM, M.S.

This is a named option within the Master of Science Information (<http://guide.wisc.edu/graduate/information/information-ms/>).

The master's degree at the Information School (iSchool) prepares graduates to develop, provide, and assess information and data services that create, collect, organize, store, analyze, find, distribute, and use information and data in a diverse, technological, and global society. The program prepares information professionals to work in three broad, overlapping areas of the information professions.

**User Experience Design:** Graduates obtain employment in user experience design, interaction design, usability testing, systems analysis and project management, IT training, educational technology support, digital asset management and curation, and content management.

**Data Analytics:** Graduates obtain employment as data analysts in a variety of fields with expertise in analyzing data to support organizational decision-making, planning and managing data-driven projects, visualization and communication of analysis and results, data policy issues, and ensuring that organizational data practices support analysis activities.

**Data and Information Management:** Graduates obtain employment specializing in management of data and information in a variety of organizations with expertise in knowledge management, digital asset management, data and information governance, prospect research, systems analysis, records management and compliance, research data management and project management, and database development and management.

Full-time students generally complete the program in two academic years with summer work; part-time students complete it in three to four years. Students gain hands-on experience as part of their degree through the school's required internship. Students may choose internship settings based on their career goals.