

# MAMC: Audience Analytics

DEGREE PLAN OF: \_\_\_\_\_  
*Please print your name.*

DATE \_\_\_\_\_

FACULTY ADVISER: \_\_\_\_\_

**TOTAL CREDITS REQUIRED: 39 CREDITS** (excluding undergraduate courses throughout the university). No thesis is required.

**A. CORE. 18 CREDITS REQUIRED.** Complete all of the following.

		CREDIT	TERM/YEAR	GRADE
MMC6936	<b>Audience Research Methods</b>	3	_____	_____
MMC6936	<b>Consumer and Audience Analytics</b>	3	_____	_____
MMC6936	<b>Data Management and Ethics*</b> <small>*Prereq. Consumer &amp; Audience Analytics</small>	1	_____	_____
MMC6936	<b>Introduction to Programming with Data*</b> <small>*Prereq. Consumer &amp; Audience Analytics</small>	3	_____	_____
MMC6936	<b>Data Storytelling and Visualization</b>	4	_____	_____
MMC6936	<b>Serving Diverse Audiences*</b> <small>*Prereq. Understanding Audiences</small>	1	_____	_____
MMC6936	<b>Understanding Audiences</b>	3	_____	_____

**B. OTHER METHODS. 6 CREDITS REQUIRED.** Complete all of the following.

		CREDIT	TERM/YEAR	GRADE
MMC6936	<b>Digital Research Methods</b>	3	_____	_____
MMC6936	<b>Data Mining and Analysis *</b> <small>*Prereqs. Consumer &amp; Audience Analytics; Intro to Programming with Data; Introductory Statistics; Audience Research Methods</small>	3	_____	_____

**C. ELECTIVES. 12 CREDITS REQUIRED.** Select four courses from below.

		CREDIT	TERM/YEAR	GRADE
MMC5708	<b>Intercultural Communication</b>	3	_____	_____
MMC 6726:	<b>Emerging Technology and Social Media</b>	3	_____	_____
MMC6727	<b>Social Media Metrics &amp; Evaluation*</b> <small>*Prereq. Introductory Statistics</small>	3	_____	_____
MMC6730	<b>Social Media Management</b>	3	_____	_____
MMC6936	<b>Creative Storytelling</b>	3	_____	_____
MMC6936	<b>Political Audiences, Voters, and Media</b>	3	_____	_____
MMC6936	<b>Predictive Analytics*</b> <small>*Prereq. Data Mining &amp; Analytics</small>	3	_____	_____
MMC6936	<b>Public Affairs Communication</b>	3	_____	_____
PUR6608	<b>International Public Relations</b>	3	_____	_____
VIC6316	<b>Brand Management</b>	3	_____	_____

**D. CAPSTONE. 3 CREDITS REQUIRED**

		CREDIT	TERM/YEAR	GRADE
MMC6936	<b>Capstone Project Class*</b> <small>*Prereqs. Consumer &amp; Audience Analytics; Intro to Programming with Data; Introductory Statistics; Audience Research Methods; Data Mining &amp; Analytics</small>	3	_____	_____

**TOTAL CREDITS REQUIRED: 39 CREDITS** (excluding undergraduate courses throughout the university).

\_\_\_\_\_  
*Signature of Student*

\_\_\_\_\_  
*Date Signed*

\_\_\_\_\_  
*Signature of Faculty Adviser*

\_\_\_\_\_  
*Date Signed*

\_\_\_\_\_  
*Signature of Sr. Associate Dean, Division of Graduate Studies & Research*

\_\_\_\_\_  
*Date Signed*

\*Course requires prerequisite.