

MAMC: Audience Analytics

DEGREE PLAN OF: _____
Please print your name.

DATE _____

FACULTY ADVISER: _____

TOTAL CREDITS REQUIRED: 38 CREDITS (excluding undergraduate courses throughout the university). No thesis is required.

A. CORE. 17 CREDITS REQUIRED. Complete all of the following.

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

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

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

C. ELECTIVES. 12 CREDITS REQUIRED. Select four courses.

		CREDIT	TERM/YEAR	GRADE
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

D. CAPSTONE. 3 CREDITS REQUIRED

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

TOTAL CREDITS REQUIRED: 38 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.