

GLOBAL STRATEGIC COMMUNICATION

Audience Analytics Track

Audience Research Methods **MMC6475** **3 Credits**

12-week Asynchronous

This class introduces and immerses students in the primary and secondary research methods and approaches used for analyzing consumers and audiences across media platforms.

Consumer & Audience Analytics **MM5449** **3 Credits**

12-week Asynchronous

Emerging digital technologies and the popularity of social media have created massive amounts of data with the potential to reveal insights about audience/consumer preferences and behaviors. As a result, the emphasis of this course will be on familiarizing students with the wide array of online audience/ consumer analytics and their relation to specific marketing and communications situations. This course will review leading analytics for traditional media as they are still a commonly used currency for evaluating many audiences. Finally, tools for producing information about market and competition and for evaluating consumer value and characteristics are introduced to complement other major analytics.

Data Storytelling & Visualization **MMC6456** **3 Credits**

12-week Asynchronous

This course will cover the fundamentals of effective data-driven storytelling. Students will learn how to detect and articulate the stories behind data sets and communicate data findings in visual, oral, and written contexts for various audiences and publics. Students will become familiar with Tableau.

Understanding Audiences **MMC6476** **3 Credits**

12-week Asynchronous

This course provides an overview of the conceptual and theoretical foundations of consumer and audience behavior and preferences, as well as other relevant scholarship. Students will learn how to apply academic scholarship to the industry to help them understand and explain industry dynamics, as well as to inform decision making. Students will learn about the foundational concepts and theory through weekly reading assignments and class discussions, as well as writing assignments and a final paper and presentation. The final paper will hone students' understanding of how theory informs and drives practice in the marketplace, and will enhance their critical thinking skills.