MAMC: Audience Analytics

DEGREE PLAN OF: _____   DATE _____

Please print your name.

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	**Audience Research Methods**	3	_____	_____
MMC6936	**Consumer and Audience Analytics**	3	_____	_____
MMC6936	**Data Management and Ethics*** *Prereq. Consumer & Audience Analytics	1	_____	_____
MMC6936	**Introduction to Programming with Data*** *Prereq. Consumer & Audience Analytics	3	_____	_____
MMC6936	**Data Storytelling and Visualization**	4	_____	_____
MMC6936	**Serving Diverse Audiences*** *Prereq. Understanding Audiences	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 *** *Prereqs. Consumer & Audience Analytics; Intro to Programming with Data; Introductory Statistics; Audience Research Methods	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*** *Prereqs. Consumer & Audience Analytics; Intro to Programming with Data; Introductory Statistics; Audience Research Methods; Data Mining & Analytics	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.