

AUDIENCE ANALYTICS

About this Program

College: Journalism and Communications

Credits: 13

Subplan Code: JRC_GCT09

SLO Dashboard (<https://public.tableau.com/app/profile/uf.oipr4918/viz/UfStudentLearningOutcomesCertificatesOnly/StudentLearningOutcomes/?publish=yes>)

Certificates must comply with the Graduate Certificate Policy (<https://grad.ufl.edu/media/gradufl.edu/pdf/certificate-pp.pdf>)

Required Courses

Required Courses

Code	Title	Credits
MMC 6936	Special Topics in Mass Communication (Statistics for Analysts in Communication)	3
MMC 5449	Consumer and Audience Analytics	3
MMC 6727	Social Media Metrics	3
MMC 6456	Data Storytelling and Visualization	4
Total Credits		13