

IMC 325: Data Literacy School of Journalism and New Media

This course will be an introduction to basic concepts of data literacy, collection, and analysis. This will include but not be limited to Excel skills expected in business today, some basic statistical analyses, survey work, and the basics of SPSS and RStudio.

3 Credits Prerequisites

• Integrated Marketing Communication or Journalism Majors Only

Instruction Type(s)

• Lecture: Lecture for IMC 325

Subject Areas

• Communication, General

Related Areas

- Communication and Media Studies, Other
- <u>Mass Communication/ Media Studies</u>
- Speech Communication and Rhetoric

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

