# THE UNIVERSITY of MISSISSIPPI

# 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
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric