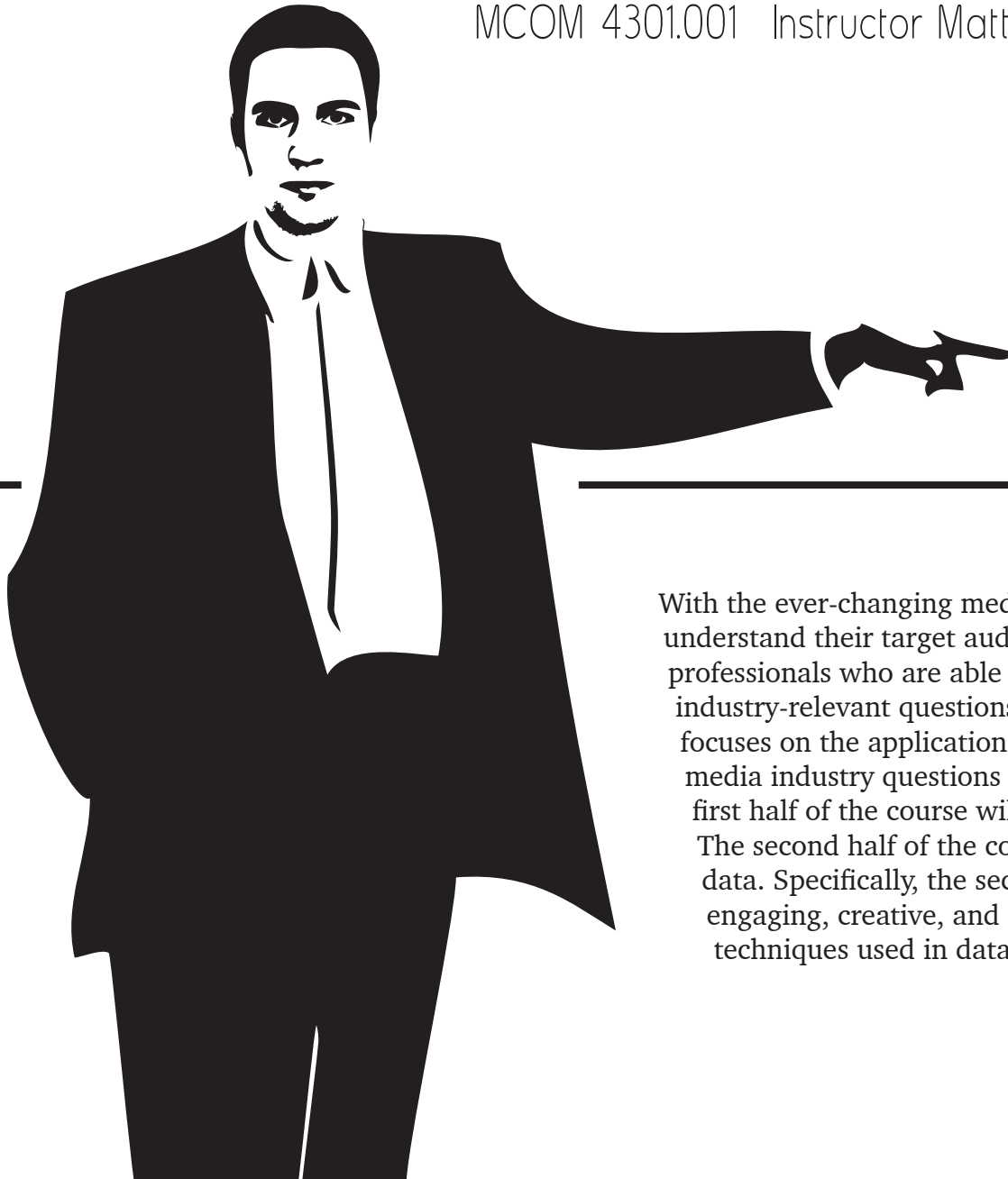


MEDIA INSIGHTS

MCOM 4301.001 Instructor Matt VanDyke CRN: 31523 MWF, 10-10:50 a.m.



With the ever-changing media landscape, it is important that media professionals understand their target audiences and how to provide key media insights. Media professionals who are able to provide their companies with insights and answer industry-relevant questions are of extreme value to media companies. This course focuses on the application of media research techniques to answering relevant media industry questions and creating compelling narratives to present data. The first half of the course will explore the basics of market and audience research. The second half of the course will focus on creating compelling narratives from data. Specifically, the second half of the course will emphasize the creation of engaging, creative, and audience-centered visualizations and oral presentation techniques used in data storytelling.