

University of Southern California
VITERBI SCHOOL OF ENGINEERING

Master of Science in Communication Data Science
Program Learning Objectives

The purpose of the USC Viterbi School of Engineering Master of Science in Communication Data Science program is to prepare students for high level professional employment in the communication sector that require the use of data science techniques, or to pursue advanced graduate studies focusing on related problems in the field.

- USC students enrolled in the USC Viterbi School of Engineering Master of Science in Communication Data Science program will learn about theories and principles underlying human communication and the ways in which people utilize and engage with communication technologies, the technical underpinnings of emerging communication platforms, and master the theoretical and technical data science skills to analyze large volumes of data in digital communication platforms.
- USC students enrolled in the USC Viterbi School of Engineering Master of Science in Communication Data Science program will learn a range of data science skills such as developing scalable data systems, using state-of-the-art software and infrastructure for data science, designing data analyses with statistical methods, applying machine learning and data mining techniques, designing effective visualizations, and working in multi-disciplinary data science teams.
- Upon completion of the USC Viterbi School of Engineering Master of Science in Communication Data Science program, students can pursue career opportunities in media outlets ranging from newspapers to network/cable news which need individuals who understand the new technology-enabled social communication paradigms and can help translate this knowledge into new sources of information.
- Upon completion of the USC Viterbi School of Engineering Master of Science in Communication Data Science program, students can pursue careers in exploiting emerging communication platforms for marketing and communication and in using data science to analyze online data for entertainment (including online games, curated content, and social mobile apps).