University of Southern California
VITERBI SCHOOL OF ENGINEERING

Master of Communication Informatics
Program Learning Objectives

There are many interesting technological phenomena impacting communication today. This includes the interplay between information technologies and human communication in such areas as data mining and data analytics, user-generated content, crowdsourcing, online communities, enterprise, social media, and brand communities. The USC Viterbi School of Engineering Master of Communication Informatics provides students with fluencies in both engineering and communication, with a focus on applications that address real-world problems. Students work on projects where the fields of communication and engineering naturally converge, namely in the engineering of communication (the design and construction of mobile apps, online networks, social media tools, the use of technology in journalism) and the communication of engineering (public relations, public awareness, public engagement on science and technology).

- Upon completion of the USC Viterbi School of Engineering Master of Communication Informatics program, students will demonstrate understanding of both data informatics and communication to develop and improve the most interesting technologies impacting communication today, including online communities, social media and user-generated content, and big data technologies.

- Upon completion of the USC Viterbi School of Engineering Master of Communication Informatics program, students will understand the principles and application of informatics to communication, and the goals of enterprise information intelligence and analytics.

- Upon completion of the USC Viterbi School of Engineering Master of Communication Informatics program, students will be able to utilize their training and knowledge in both informatics and communication skills to intelligently mine data to provide enterprise-centric solutions for diverse issues in communication.

- USC students enrolled in the Master of Communication Informatics program will demonstrate understanding of contemporary engineering design principles and associated innovative practices relevant to theories and application of data informatics and communication, and be able to implement these practices under guidance of Informatics faculty members in preparation for employment in a diverse set of industries.