

Digital Mrktg & Social Media (DMSM) Courses

DMSM2025 Introduction to Data Visualization

This course introduces students to the concept of data visualization. The course begins with an examination of the element of visual design and how it can effectively be used to present data. The psychology of human perception, decision-making and the identification of a target audience are explored. Students learn how to effectively use industry tools for live audience presentations. The fundamentals of storytelling are explored. Students learn the process of analyzing, shaping and presenting data for effective decision-making.

Prerequisite(s): FIT1040.

Offered at Charlotte, Online, Providence

3 Semester Credits

DMSM2050 Spreadsheets for Data Analysis

This course introduces students to the power of Excel and its ability to analyze. Focus is placed on data models, PivotTables, PowerQuery, PowerPivot and data visualization.

Prerequisite(s): FIT1040.

Offered at Charlotte, Online, Providence

3 Semester Credits