CMDC 616. RESEARCH METHODS IN PROFESSIONAL COMMUNICATION

Credits: 3

Offered by: Technology & Innovation (Graduate Studies)

This course is not offered this catalogue year.

Description

Introduction to applied research for communication and language industry professionals in a variety of business situations. Overview of research design types. Qualitative methods, with an emphasis on interviews, focus groups and usability tests, as well as quantitative methods, with an emphasis on survey research, summative benchmark studies and web analytics, including exposure to big data analytics. Examination of the fundamental aspects of data collection and data analysis (including essential statistical techniques). Overview of report writing and research ethics.

- Restrictions: Only open to students enrolled in the M.Sc.(Applied) in Multilingual Digital Communication; Non-Thesis program.
- Course is online, with instructor led, live-online sessions and asynchronous work.

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