Introduction to Statistics

Course #: DMNS 2031

Course Description

Probability and Statistics for Communications and Media is a course that provides students with an introduction to the basic concepts and methods of probability and statistics as they relate to the field of communications and media. The course covers topics such as descriptive statistics, probability distributions, statistical inference, and regression analysis. Students will learn how to use a software to analyze data and will also be introduced to statistical models and methods commonly used in the field of communications and media. The course aims to equip students with the statistical tools and knowledge necessary to understand and analyze data in a variety of contexts within the field of communications and media.

Course Learning Outcomes

Upon completion of this course, students should be able to:

- Implement basic concepts of probability and statistics, including descriptive statistics, probability distributions, and statistical inference.
- Use a software to analyze data and apply statistical models and methods commonly used in the field of communications and media.
- Interpret statistical results in the context of communications and media research.
- Describe the assumptions and limitations of statistical models and methods.
- Communicate statistical results and conclusions effectively in written and oral forms.
- Use statistical reasoning and critical thinking to inform decisions in the field of communications and media.
- Recognize the importance of ethical considerations in the collection, analysis, and interpretation of data in the field of communications and media.

Course Assessments and Grading

Item	**Weight**
Projects	20%
4 Quizzes	30%
Midterm Exam	20%

Item	Weight
Final exam	30%