WHY GPS?

Uncover critical data for improving student learning.
Developed with industry experts, this program will equip you to:

- Inform instructional approaches through the analysis of large sets of learning data.
- Apply business intelligence principles and strategic analytics to improve student performance and retention.
- Evaluate legal and ethical implications of using educational data.

REQUIRED COURSES:

- Digital Ethics and the Legal Landscape of Instructional Design
- Learning Analytics for the Online Classroom
- Business Intelligence, Analytics and Strategic Decision Making
- Statistics and Data Analysis

ELECTIVES (SELECT 1):

- Managing Instructional Design Projects
- Marketing and Customer Analytics

WHY THIS PROGRAM?

“As this field continues to evolve, it’s more important than ever to use the technology and data we have available to **understand and, ultimately, enhance the learning experience.**”

— Brian Salerno, Director of Online Learning and Instructional Design at Brandeis GPS

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**WHY GPS?**

- Nationally ranked Brandeis education
- Convenient, flexible, fully online
- Seminar-style classes
- Average class size of 12
- Faculty from industry
- Professional connections
- One-on-one advising

**REQUIRED COURSES:**

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2017-2018 Academic Year