

About Us



The Media Analytics Department blends creativity, data science, and communication technologies. We prepare students to lead in a world driven by digital content, social media, and data-driven storytelling.



More Information :



03-5432042



fcds-dean@alexu.edu.eg



Ezbet Saad, Sidi Gaber, Alexandria
Governorate



<https://fcds.alexu.edu.eg/>

جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY
كلية الحاسبات وعلوم البيانات



Media Analytics

What We Offer

Why Choose Us

Career Opportunities

Programs & Specializations :

Bachelor's Degree in Media Analytics

Courses Covering:

- Data-Driven Journalism
- Digital Video Production
- News Editing & Blogging
- Image & Video Processing
- Search Engine Optimization (SEO)
- Sentiment Analysis & Social Media Mining
- Multimedia Applications
- Data Visualization for Media
- Media Ethics & AI
- Audience Behavior Analytics

Hands on learning:

- Analyze real-world campaigns and use professional tools (Python, Adobe, Tableau, NLP models)
- Collaborate with startups and digital agencies
- Access to modern media labs and content dashboards

- Built at the intersection of creativity and computation
- Developed with input from media professionals and data experts
- Strong emphasis on real-world projects, internships, and storytelling tools



Career Paths for Graduates Graduates from our department are equipped for impactful careers such as:

Social Media Analyst

Content Strategy Manager

Digital Journalist

SEO/SEM Specialist

Audience Engagement Specialist

Audience Engagement Specialist