

### Instructions for students applying to Purdue Graduate School through FutureLearn Pathway

Academic credit is available for the Digital Media Analytics program. You'll need to earn a Certificate of Achievement for each of the 6 courses, pass the assessment course, and apply for admission to the Graduate School at Purdue University. If you are admitted you will receive 3 credit hours towards the Masters of Professional Communication degree program.

Once you have completed each course in the program and have earned a Certificate of Achievement in each, you will qualify to take the assessment course.

If you pass the assessment course with a score of 70%, you will be eligible to have the program count as 3 credit hours towards the Masters of Professional Communication degree program at Purdue University pending your acceptance to Purdue's Graduate School. Graduate admission is granted to a specific department and for a specific campus -- in this case, the department is the Brian Lamb School of Communication at the West Lafayette (WL) campus. Applicants are ordinarily expected to hold a bachelor's degree from a college or university of recognized standing prior to registration, and should have achieved a grade point average of 3.0 on a 4.0 scale, or higher. Three-year Bologna bachelor's degree recipients are eligible for admission.

To submit an application to the graduate school, follow the outlined steps below.

1. Go to this link here (<https://gradapply.purdue.edu/apply/>) and create an account.
2. Once your account has been created, follow additional prompts to provide the necessary information

Important instructions for students applying to Masters of Professional Communication degree having completed the Digital Media Analytics Program on FutureLearn:

While completing the application, there will be a time and prompt for where you can indicate that you have completed the pathway to credit via the FutureLearn MicroCredential Program for Digital Media Analytics program. On the Additional Information page you will come to a point the says "Purdue University Non-credit Courses (see image below) where you can enter yes to the question "Have you previously completed a non-credit course or program with Purdue university that is a pathway to credit?" After selecting "yes," you'll need to choose "Digital Media Analytics" in the field dropdown list.

**Purdue University Non-Credit Courses**

Have you previously completed a non-credit course or program with Purdue University that is a pathway to credit?

Yes  
 No

Please select approved pathway program:  
Digital Media Analytics ▼

Completing this will notify to the Graduate School and Department Admissions committees that you have successfully completed the FutureLearn MicroCredential Program for Digital Media Analytics

program and that, if you are accepted to the program, would want the program to be counted as 3 credit hours towards your degree program requirements.

NOTE: If you apply for admission and are accepted into a different graduate program at Purdue's Graduate School other than the Masters of Professional Communication, your completion of the FutureLearn MicroCredential Program for Digital Media Analytics program will not be eligible for credit towards that degree program's requirements.