

SURVEY SCIENCE CERTIFICATE

Overview

The Odum Institute's graduate Certificate in Survey Science (CSS) teaches students and working professionals specialized skills in survey design, data collection methods, data analysis and reporting. Fully online, the 12-hour program is designed for people wanting to strengthen their research capabilities while gaining practical skills in survey science. Applying knowledge and skills gained from the CSS helps graduates pursue employment and advance careers not only within survey research but in a variety of fields such as the social sciences, business, data science, public health, education, social work, journalism, political science, and public administration.

Course Requirements

Code	Title	Hours
Core Courses		
Three required semester courses		9
SOCI 761	Questionnaire Design ¹	
or POLI 861	Questionnaire Design	
or PLAN 731	Questionnaire Design	
SOCI 760	Data Collection Methods ²	
or POLI 860	Data Collection Methods	
or PLAN 730	Data Collection Methods	
SOCI 754	Survey Sampling ³	
Electives		
One elective semester course of choice that focuses on survey science, research methodology, or data science. Choose from electives list below.		3
Minimum Hours		12

¹ Every Spring.

² Every Fall. Note: This course will be offered Spring 2025.

³ Spring (even-numbered years).

Code	Title	Hours
Electives		
ANTH 725	Quantitative Methods in Anthropology	3
BIOS 662	Intermediate Statistical Methods	4
BIOS 665	Analysis of Categorical Data	3
BIOS 667	Applied Longitudinal Data Analysis	3
BIOS 668	Design of Public Health Studies	3
BIOS 670	Demographic Techniques I	3
BIOS 764	Advanced Survey Sampling Methods	3
BUSI 808	Applied Research Methods I	3
BUSI 867	Issues in the Design and Analysis of Research in Marketing	3
EDUC 785	Program Evaluation in Education	3
EDUC 817	Introduction to Educational Research	3
EDUC 824	Fundamentals of Educational Research	3
EDUC 830	Qualitative Research Methods I: Philosophical Foundations of Qualitative Research	3

EPID 726	Epidemiologic Research Methods	3
HBEH 753	Qualitative Methods in Health Behavior	3
HBEH 763	Scale Development Methods	3
INLS 509	Information Retrieval	3
INLS 719	Usability Testing and Evaluation	3
MHCH 713	Research Methods in Maternal and Child Health	3
MHCH 862	Program Impact Evaluation	3
PLAN 800	Research Design	3
PLCY 801	Design of Policy-Oriented Research	3
POLI 880	Design and Analysis of Experiments and Surveys	3
SOCI 707	Measurement and Data Collection	3

Non-Course Requirements

- Work Experience Requirement:

To receive the Certificate, students must demonstrate a **minimum of 40 hours** of supervised work experience related to some aspect(s) of survey operations.

This work experience must be:

- Under the mentorship or supervision of a faculty member or trained survey professional.
- Related to survey design/preparation, data collection, sampling, data processing or other survey activities that have been approved by the CSS program director.
- Documented in a letter from the mentoring faculty member, supervisor or employer. The letter should describe the nature of the work experience and verify that student devoted at least 40 hours to activities related to survey operations.

Students with the requisite work experience need only provide the required documentation to fulfill this requirement. Students without 40 hours of survey operations experience may make their own arrangements to obtain it, but should seek pre-approval from the CSS program director to ensure the experiences will satisfy the Certificate requirement. When needed, the Certificate program staff will arrange an unpaid assignment for the student totaling 40 hours of work in survey operations at UNC or a partnering organization. For details on submitting documentation of work experience, see the Work Experience Information Sheet.

- Short courses in survey science of choice (28 hours).