

Strategic Communication Graduate Certificate

Strategic Communication Certificate

Based on the emphasis areas of public relations, organizational communication, and media, the Strategic Communication certificate demonstrates mastery in managing a company's image and developing relationships between organizations and publics. Upon completion of the requisite coursework, a student will be able to craft long-term and short-term goals and public relations objectives and implement media plans for meeting those goals.

Required courses: **

COMMGRAD 6027	Seminar in Strategic Communication*	6
COMMGRAD 6045	Seminar in Communication Education	3
COMMGRAD 6046	Seminar in Visual and Digital Media	3
Total Hours		12

* Repeat course (variable topic) up to 6 hrs

**Can Substitute up to 3 hours of the 12 hours as Readings in Communication or Studies in Communication with advisor approval.

Related Programs

- Communication and Media M.A.