New Certificate:

Strategic Communication Certificate

The intent and goal of this graduate certificate is to combine three of our currently offered foundational graduate courses and one elective of a student’s choosing into a **Graduate Certificate in Strategic Communication.**The Graduate Certificate in Strategic Communication will provide professional education and training at the graduate level. It will focus on: the basic principles a strategic communication professional faces; the theoretical background necessary to understand how to create effective public relations, social media, and strategic communication campaigns; and the methodological skills required to test and understand the effectiveness of currently implemented campaigns. Graduates of this certificate program will have the knowledge and skill set to effectively pursue their desired career within the fields of Public Relations, Digital Media, Social Media, and other Strategic Communication areas.

The Department of Communication faculty support this certificate proposal with a unanimous vote among its members.

COMM707: Strategic Communication Ethics, a new course which was previously submitted for the requirements of the full Strategic Communication MA.