

Strategic Communication

Strategic Communication Certificate Program

The department offers a Graduate Certificate in Strategic Communication. For students who do not wish to pursue the full Master's degree but who seek a focused course of study, the Graduate Certificate can serve as a stand-alone option. For students pursuing a Master's degree in Communication, the Graduate Certificate can be used to focus and enhance your graduate education with a communication specialization. This certificate engages theoretically based strategic communication designed to influence audience behavior in a variety of contexts.

Requirements

Core Courses: Communication theory and research are the foundation of graduate study in the department. After being oriented to graduate study within the program (COM 8008), students are required to engage coursework in the communication perspective (COM 8100) and one course in methodology, qualitative (COM 8001) OR quantitative (COM 8002) research methods in communication, prior to engaging any other coursework in the program.

Elective Courses. In addition to completing COM 8008 (Orientation to Graduate Study), COM 8001 (Qualitative Research Methods), or COM 8002 (Quantitative Research Methods), and COM 8100: The Communication Perspective, students choose three electives:

- COM 8301 - Strategic Public Relations

and either

- COM 8208 - Public Communication Campaigns

or

- COM 8300 - Public Relations Writing

and one of the elective courses listed below.

Certain courses are offered in a variety of blended, in-person and online formats. See Graduate Director or program website for current offerings.

Program: [Communication](#)

Type: Graduate Certificate

Strategic Communication Certificate: Required Courses

Item #	Title	Credits
COM 8301	Strategic Public Relations	3
	COM 8208 or COM 8300	

Strategic Communication Certificate:: Electives (choose one):

*COM 8012, 8013, 8011, 8314, 8315, 8316, 8317, 8318, 8401, 8402, 8403 and 8404 are one-credit seminars. May take two 1-credit courses along with Orientation (COM 8008) instead of a 3-credit elective course to fulfill degree requirements.

Item #	Title	Credits
COM 8003	Internship in Communication	3
COM 8004	Communication Directed Study	3
COM 8005	Special Topics	3
COM 8012	Storytelling:Com, Cultr, Craft	1
COM 8013	IGR Dialogue	1
COM 8101	Performance Studies	3
COM 8102	Persuasion and Advocacy	3
COM 8200	Teambuilding & Small Group	3
COM 8201	Health Communication	3
COM 8207	Organizational Communication	3
COM 8208	Public Communication Campaigns	3
COM 8209	International Public Relations	3
COM 8300	Public Relations Writing	3
COM 8302	Advertising	3
COM 8304	Journalism	3
COM 8305	Media Literacy	3
COM 8306	Media Production	3
COM 8309	Public Opinion	3
COM 8320	Digital Media Design	3
COM 8321	Critical Studies in Advert.	3
COM 8211	Communication and Identity	3
COM 8212	Communication and Advocacy	3
COM 8322	Audience Analysis	3
COM 8009	Personal Brand Promotion	1
COM 8100	The Communication Perspective	3
COM 8314	Photoshop	1
COM 8315	Video Shooting Lab	1
COM 8316	Audio Production	1
COM 8317	Basic Web Design	1
COM 8318	Crisis Communication	1
COM 8401	Spec Top: Qualitative Research	1
COM 8402	Spec Top: Quantitative Res	1
COM 8403	Spec Top in Applied Organ Com	1
COM 8404	Special Topics in Media Prod	1