

# STRATEGIC COMMUNICATIONS, CERTIFICATE (1767)

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## Program Coordinator

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Strategic Communications focuses on the critical thinking, analytical, and practical skills essential to developing and implementing communications strategies that advance an organization's goals and missions. The certificate includes instruction in communications management, crisis communications, communications in law and ethics, digital and traditional communications strategies, media relations, social media strategies, traditional and emerging media, and writing for the media. Strategic Communications is about communicating purposefully within the context of a strategic plan. This strategic approach includes generating impactful and relatable messages, selecting the best communications channels for proper message distribution, and evaluating communications efforts against established organizational goals and benchmarks. The undergraduate certificate is an 18 credit-hour program designed to equip students with practical and meaningful skills for strategic communications success. A "C" or higher is required in all courses.

## Program Requirements (18 hours)

A "C" or higher is required in all courses.

Code	Title	Hours
JOUR 202	Introduction to News Writing	3
PR 255	Fundamentals of Public Relations	3
PR 321	Communications Analytics in Public Relations and Advertising	3
or AD 321	Communications Analytics in Public Relations and Advertising	
or COMM 321	Communications Analytics in Public Relations and Advertising	
PR 356	Digital Tactics in Public Relations	3
or PR 358	Public Relations Writing and Production	
COMM 346	Persuasion	3
COMM 364	Crisis Communication	3
<b>Total Hours</b>		<b>18</b>