



Certificate in Strategic Communication

Please note: This certificate is available to COMM and TCMS majors only

Interested in Strategic Communication, Public Relations, Social Media Marketing, Advertising, Politics, Sales

The value of effective strategic communication is acknowledged by both profit and nonprofit corporations and by governmental agencies. The effect of strategic communication failures on the bottom line, on employee and stakeholder satisfaction, and on the efficient use of resources, is well documented. Gathering and interpreting appropriate information, audience analysis, as well as harnessing the power of accurate language in message crafting, are further noted as key strategic communication functions. Tactics available for implementing strategic communication are expanding exponentially as digital communication and new media evolve. Mastery of the integration of these tactics in strategic plans augment the effectiveness of internal and public issues management while mitigating corporate frustration, offensive messages, and overspending. Although effective strategic communication is critical to organizational success, many companies and agencies continue to need support and assistance in this arena. The *U.S. Department of Labor Occupational Outlook Handbook* notes that careers in various strategic communication areas are growing “faster than average” to “much faster than average.” The Certificate in Strategic Communication will prepare Communication and Telecommunication Media Studies majors to plan and execute communication strategically and to coordinate the integration of appropriate tactics to enhance commerce, government, and to further political, religious and social goals.

1. Complete a minimum of 18 credit hours in these designated courses.
2. **Earn a grade of “B” or better in each course used to meet the SC certificate requirements.**
3. Complete all certificate requirements **prior** to graduation.

Required Courses-take these 15 hours:	Semester	Grade
COMM 323-Strategic Communication		
COMM 322-Communication Tactics		
COMM 375-Media Audiences		
COMM 325-Persuasion		
COMM 321-Communication Case Studies		
Prescribed Elective Course-choose 3 hours from		
COMM 320-Organizational Communication		
COMM 408-Advanced Research Methods		
COMM 438-Propaganda		
COMM 440-Political Communication		
COMM 446-Communication, Organizations, and Society		
COMM 449-Communication and Activism		
COMM 450-Media Campaigns		
Other courses pre-approved in consultation with Undergraduate Director		

*Students are encouraged to begin this certificate during the sophomore year so as to avoid taking extra coursework. Students will **not be approved for the certificate if it will increase the time toward graduation.***

Successful completion of the SC certificate will be indicated on the student’s transcript.

→I have read this document and understand that the completion of these requirements is my responsibility.

Student’s name _____ UIN _____

Student’s cell phone number _____

Signature _____ Date _____

Receipt of this document acknowledged by:

Nancy J. Street, Director, Undergraduate Program-Communication

Date