

STRATEGIC COMMUNICATION GRADUATE CERTIFICATE

Purpose

The Graduate Certificate in Strategic Communication utilizes strategic communications to reach a target audience in order to meet an organizational objective.

Program Learning Outcomes

The student will be able to:

- Critically analyze and apply social media principles and practices.

Admission Requirements

Please refer to the Admissions Requirements Matrix for Certificates in the Graduate Admissions section of this Catalog.

Program of Study

Delivery Format: Online Only

- Strategic Communication - Graduate Certificate

Career Opportunities

- Advertising and Marketing Manager
- Brand Manager and Developer
- Communications Coordinator
- Digital Advertising Specialist
- Public Relations Specialist

Additional education or training may be required for some jobs or occupations. Conferral of a certificate does not guarantee job placement.