



Strategic Communication Certificate Requirements

The Strategic Communication Certificate is a 9-credit module designed to equip participants with modern marketing and public relations skills necessary to successfully enter and navigate the world of strategic organizational communication. Specifically, the Certificate teaches the practical application of PR techniques and processes, integrated marketing practices, and crisis communication and management strategies.

Program requirements: 9 credits.

Required Strategic Communication Certificate Core Courses – 9 credits

COMM 241 Public Relations: Process and Techniques (3 credits)

COMM 311 Crisis Communication in Public Relations (3 credits)

COMM 319 Integrated Marketing Communication Concepts and Practices (3 credits)

Program Plan Code: CERT_STCO

Effective Semester: Fall 2023



Strategic Communications Certificate Check Sheet

Student Name:

Student ID Number:

This check sheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

Program requirements: 9 credits.

Required Strategic Communication Certificate Core Courses - 9 credits

COMM 241 Public Relations: Processes and Techniques	3 credits	Grade:
COMM 311 Crisis Communication in Public Relations	3 credits	Grade:
COMM 319 Integrated Marketing Communication Concepts and Practices	3 credits	Grade:
Total Credits	9 total credits	

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