

**100% ONLINE**

# COMMUNICATION AND LEADERSHIP

## PLAN OF STUDY

Purdue University's 100% online graduate certificate is designed for working individuals striving for professional enhancement and advanced leadership skills.

The online graduate certificate consists of 12 credits over four courses that can be completed in just seven months.

*Credits can be applied to the MS in Communication and MS in Corporate Training and Communication degrees.*

PLAN OF STUDY BY AREA	CREDITS
CORE	9
ELECTIVES	3

<b>GRAND TOTAL</b>	<b>12</b>
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## CORE COURSES

### ***Seminar in Strategic Communication***

This course surveys the theories and processes of strategic communication and its practice by business, government, politicians and nonprofits — in domestic and international arenas. It also emphasizes the application of theory to provide an in-depth understanding of planning, executing and evaluating strategic communication plans.

### ***Leadership and Global Strategic Communication***

This course provides students with theoretical background in leadership and global strategic communication, as well as the opportunity to apply what they learn to strategic communication cases and their own professional experiences. It also encourages them to handle leadership challenges and articulate theoretically-informed analyses and evaluations of leadership in action.

### ***Communication and Leadership***

Communication is the essence of leadership, and this course aims to identify how communication can fuel productivity, drive consensus and push the organization to a leadership position within a market.



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## ELECTIVES

### *Public Health Administration*

An introduction to the principles of management as applied to public health organizations, particularly local health departments. Topics include the organization of the U.S. public health system, legal and ethical obligations of public health administrators, the public health workforce and human resource issues, public health budgeting and finance, and leadership in the public health agency. The course is designed to introduce master's level students in public health to the management skills necessary to successfully implement a public health program.

### *Fundamentals of Collaborative Leadership and Agile Strategy*

Acquire foundational skills in collaborative leadership and agile strategy. The course brings together theories and insights from a variety of disciplines including engineering, management, psychology and social science. Increasingly, manufacturing management is being called upon to apply their technical skills in collaborative environments that cut across organizational units and inter-organizational boundaries.

Understanding how to design and guide collaborations and apply agile approaches for meeting strategic objectives is an important skill set and knowledge base in the 21st century economy, defined more by open networks than the rigid hierarchies of the past.

### *Leadership in Hospitality and Tourism*

Focus on the knowledge and skills required for effective leadership. Topics will draw upon an extensive body of research on leadership theory and practice and cover organizational behavior and team dynamics, business communication, decision making, motivation, and change management. In addition to specific skill development in the areas of problem-solving, written and oral communications, leading teams, and goal setting, it will include models for examining personal career paths, ethical decision-making, and the role of organizational change-agents. This course will take an interdisciplinary approach and analyze leadership through different lenses, showing how leadership

### *Organizational Culture and Internal Communication*

The modern workplace had transformed well before a global pandemic magnified the paradigm shift already under way. In the U.S. alone, both consumers and the first five-generation workforce began to demand more from brand statements and value propositions. Those demands include genuine commitment to inclusion and diversity internally and corporate social responsibility externally. This course highlights the vital role professional communicators have in conveying brand and value statements that emanate from the organization's cultural core and carry forward to the consumer universe. Insights can be effectively applied to hospitality organizations. You will examine leadership examples where individuals moved an organization from normal to exceptional.

NOTE: All course materials are subject to change.

## COMMUNICATE EFFECTIVELY TO LEAD SUCCESSFULLY

Guided by expert faculty members who apply their real-world professional experiences to courses, the communication and leadership certificate program prepares students to succeed in a variety of leadership positions through courses that teach:

- » Methods for identifying relevant theories and principles of organizational communication
- » Utilization of communication to increase team productivity
- » Development of comprehensive internal and external communications plans
- » Communication strategies to communicate with executives when stakes are high



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