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# GRADUATE CERTIFICATE IN COMMUNICATION AND LEADERSHIP



## PLAN OF STUDY

Purdue University's 100% online Graduate Certificate in Communication and Leadership 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	6
ELECTIVES	6
TOTAL	12

*"I loved the flexibility. When I graduated from undergrad, I was working full time and was able to manage my course load while working and even transitioning from job to job. It worked so well for my schedule."*

Katie Bragaw (Cincinnati, Ohio)

## 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
- » Strategies to communicate with executives when stakes are high

## CORE COURSES

### SEMINAR IN STRATEGIC COMMUNICATION (COM 60111)

This course surveys the theories and processes of strategic communication and its practice by business, government, politicians and nonprofits — in domestic and international arenas.

### COMMUNICATION AND LEADERSHIP (COM 65000)

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.

## ELECTIVES

### **ORGANIZATIONAL CULTURE AND INTERNAL COMMUNICATION (COM 65100)**

The modern workplace transformed well before a global pandemic magnified the paradigm shift already underway. In the United States, both consumers and the first five-generation workforce began to demand more from brand statements and value propositions. Those demands include a 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.

### **COMMUNICATION TRAINING AND EDUCATION (COM 65200)**

Communication Training and Education is designed to introduce fundamental concepts related to learning theory and learning design as applied to training and educational settings. The course will examine best practices and strategies with a focus on assessing and enhancing communication-related skills.

### **PERSONAL BRANDING (COM 64400)**

Strategic Personal Branding examines best practices, trends, and creative strategies used in contemporary personal branding with an emphasis on experiential learning, self-awareness, image and perceptual management, career development, self-promotion, brainstorming, and effective communication.

### **FUNDAMENTALS OF COLLABORATIVE LEADERSHIP AND AGILE STRATEGY (ENGT 50700)**

Fundamentals of Collaborative Leadership and Agile Strategy provides students with a foundation in collaborative leadership and agile strategy by bringing together theories and insights from disciplines including engineering, management, psychology, and social science.

## SHARED COURSE OPPORTUNITIES

In some cases, a course from another Purdue College can be used toward an elective credit toward the graduate certificate. Possible courses are listed below. Please discuss your interests in a shared course with an academic advisor.

### **PUBLIC HEALTH ADMINISTRATION (CSR 68700/PUBH 60400)**

### **THEORETICAL FOUNDATIONS OF HEALTH BEHAVIOR (HK 57601/PUBH 60200)**

### **DESIGN AND ANALYSIS OF PUBLIC HEALTH INTERVENTIONS (HK 67500/PUBH 60600)**

### **FUNDAMENTALS OF EPIDEMIOLOGY (HSCI 54700)**



## LEARN MORE



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