

STRATEGIC COMMUNICATION MANAGEMENT

GRADUATE CERTIFICATE

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GRADUATE CERTIFICATE PLAN OF STUDY

Purdue University's online Graduate Certificate in Strategic Communication Management is designed to give individuals an advanced understanding of communication for professional success.

Students will take COM 60111 and then choose two additional courses to complete the 9 credit hour certificate. Courses are 8 weeks in length conducted asynchronously and students can complete the certificate in just 9 months.

SEMINAR IN STRATEGIC COMMUNICATION (COM 60111) (REQUIRED)

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.

CRISIS COMMUNICATION (COM 60311)

This course focuses on how to communicate in a time of crisis in order to manage threats to organizational identity, reputation or financial security.

STRATEGIC COMMUNICATION AND SOCIAL MEDIA (COM 62111)

This course provides an overview of social media and its relationship to strategic communication. Students will learn about the available forms of social media (e.g., Blogs, Social Networks and Wikis) and they can help build and manage relationships with stakeholders. Students also analyze social media metrics as a framework for evaluating the effectiveness of social media strategies as tools for developing corporate, nonprofit, and governmental images and brands.

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.

STRATEGIC PUBLIC RELATIONS (COM 60911)

This course covers not only theoretical perspectives in public relations but also the applications those perspectives hold in PR practice, especially in the strategic planning process.

NOTE: All course materials are subject to change.

LEARN MORE



For more program information, visit: purdue.biz/StratComm

For questions, information, or to apply, contact: (765) 496-5646 or POApply@purdue.edu