

Strategic Communication Certificate

Contact: Joe Cruz
Email: cjoe@wustl.edu
Website: <https://caps.wustl.edu/programs/certificates/strategic-communication>

Requirements

Certificate in Strategic Communication

Required courses: 9 units

Code	Title	Units
CAPS-COMM 2000	Foundations of Communications	3
CAPS-COMM 2230	Integrated Strategic Communications	3
CAPS-COMM 3010	Market Research and Communications Strategies	3
Total Units		9

Electives: 6 units, chosen from the following:

Code	Title	Units
CAPS-COMM 3440	Public Relations Principles and Practices	3
CAPS-COMM 3630	Crisis Communications	3
CAPS-COMM 3710	Digital Communications Analytics	3

This program is offered either mostly or fully online. Students entering the U.S. on an F-1 or J-1 Visa must enroll in a program full time. F-1 students are only permitted to enroll in one online course per semester and J-1 students may only enroll in non-credit online courses that do not count toward their degree program. WashU Continuing & Professional Studies (CAPS) cannot guarantee face-to-face enrollment options each semester of full time enrollment, therefore cannot issue an I-20 or DS 2019 to F-1 and J-1 students for this program. If you are an F-1 or J-1 student and wish to enroll in a CAPS program while here on a Visa, please contact our recruitment team to discuss your options for face-to-face program enrollment. F-1 and J-1 students should not enroll in online courses or programs without first consulting the university's Office for International Students and Scholars (OISS).