

Strategic Communication Certificate

The **Certificate in Strategic Communication** provides essential skills for designing, implementing, and managing business communications programs for a range of corporate, agency, and nonprofit organizations. Students in the program learn to coordinate internal and external communications. Program components help students implement programs personally, manage in-house resources, or direct external teams of communications professionals.

This program provides in-depth instruction in writing, editing, and presentation along with analysis of critical concepts in communications research, management, marketing, advertising, public relations, technology, and media (traditional and new) and how these functions relate to each other in the creation of effective organizational communications.

Students are able to complete this certificate online. However, course availability may vary depending on the semester.

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