

# STRATEGIC COMMUNICATION, CERTIFICATE

## Program Description

This program is designed for students with bachelor's degrees who wish to upgrade their communication skills and understanding of how communication works and can be utilized in the professional and business world.

## Mission

Our Program develops skilled communication strategists and competent, professional communicators. Students increase theoretical knowledge, practical skills, and ethical judgement to enhance their professional development.

## Program Goals

- Recognize, articulate, and demonstrate the influence and power of messages and the ethics of communication
- Demonstrate effective communication, in both written and spoken form
- Apply theoretical, conceptual, and skills-based course knowledge to experiential learning environment(s) and/or professional situations
- Serve as a feeder for the MA in Strategic Communication

## Program Specific Information

N/A

## Degree or Certificate Earned

Certificate

## Required for Program Completion

- Courses
  - 6
- Credits
  - 18
- GPA
  - 3.0

## Student Learning Outcomes

- Discern ethical dilemmas within communication contexts and evaluate using ethical reasoning
- Prepare and present oral and written presentations with attention to specific audiences and situations
- Articulate connections between relevant communication theory, skills, and coursework with authentic learning experiences
- Apply for and be admitted to the MA program upon graduation from the certificate program

## Academic Requirements

Code	Title	Credits
COM 601	Professional Communication Ethics	1.5
COM 602	Effective Presentations	3

COM 612	Internal Communication	3
<b>Electives</b>		
Select three of the following:		10.5
COM 608	Diversity and Inclusion	
COM 610	Leadership Communication	
COM 613	Strategic Public Relations	
COM 614	Conflict Resolution, Negotiation, and Mediation	
COM 615	Persuasion	
COM 616	Group Decision-Making and Problem-Solving	
COM 619	Communication Campaigns <sup>1</sup>	
COM 621	Training and Development	
COM 623	Public Relations Writing	
COM 630	Topics in Professional Development	
COM 631	Topics in Professional Development	
COM 632	Topics in Professional Development	
COM 633	Topics in Professional Development	
COM 634	Topics in Professional Development	
COM 635	Topics in Professional Development	
COM 640	Professional Media Development	
COM 641	Social Media	
COM 670	Special Topics	
COM 671	Special Topics	
COM 672	Special Topics	
COM 673	Special Topics	
COM 674	Special Topics	
COM 675	Special Topics	
COM 676	Special Topics	
COM 677	Special Topics	

**Total Credits** 18

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prerequisite: COM 613 Strategic Public Relations

## Course Sequence

Course sequence may vary.

## Course Descriptions

All course descriptions may be found in the main menu under Graduate > Courses: A-Z (<https://catalog.lasalle.edu/graduate/courses-az/>).

## Faculty

Director: Katie Dunleavy, Ph.D.

Professors: Dainton

Associate Professors: Daily, Dunleavy, M. Smith, Texter, Zelley

Assistant Professors: Lashley

## Program Contact Information

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## Staff Contact Information

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