

# STRATEGIC COMMUNICATION CERTIFICATE REQUIREMENTS

Code	Title	Units
<b>Required Courses:</b>		
COMM 720	STRATEGIC PLANNING	3
COMM 745	PRACTICING ADVOCACY AND INFLUENCE	3
<b>Select one of the following:</b>		<b>3</b>
COMM 703	CORPORATE COMMUNICATION TOPICS	
COMM 711	INSTRUCTIONAL COMMUNICATION	
COMM 712	CRISIS COMMUNICATION	
COMM 724	TECHNOLOGY, GLOBALIZATION, AND COMMUNICATION	
COMM 727	CORPORATE COMMUNICATION ADMINISTRATION	
COMM 740	SOCIAL AND NEW MEDIA MESSAGING	
COMM 763	HEALTH COMMUNICATION TOPICS	
COMM 764	HEALTH COMMUNICATION AND PUBLIC POLICY	
COMM 780	WRITTEN COMMUNICATION FOR DIVERSE AUDIENCES	
COMM 785	APPLIED COMMUNICATION RESEARCH	
<b>Total Units</b>		<b>9</b>

A single course may only be counted toward completion of one certificate. The same course cannot satisfy requirements for multiple certificates. If a course is completed as an elective course for one certificate but needed as a required course for another certificate at a later date, the program advisor will allow for reasonable substitutions via personalization.