

GRADUATE CERTIFICATES

Department Website: Graduate Certificates (<https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/>)

The School of Leadership Studies offers graduate certificates consisting of four courses, 12 credits of course work in specific areas of study. These certificates are designed to assist in career acceleration, especially in fields where skillsets are constantly changing, where a specific skillset may be needed for a career change, or for jumpstarting a graduate degree.

Admissions

1. Students applying to Gonzaga University must submit Gonzaga's Graduate Application, which can be accessed online at <https://www.gonzaga.edu/gradapply> (<https://apply-grad.gonzaga.edu/apply/>)
2. with the application for graduate study, each program at Gonzaga has distinct admission requirements. Please refer to the table below to view that detailed information.

Prerequisite:

A bachelor's degree from a regionally accredited college or university is required.

Certificates Offered

- Leadership in the AI Revolution Graduate Certificate
- Graduate Certificate in Change Leadership
- Graduate Certificate in College Teaching of Communication
- Graduate Certificate in Servant Leadership
- Graduate Certificate in Social Media Management
- Graduate Certificate in Strategic Communication and Public Relations

Leadership in the AI Revolution Graduate Certificate

The School of Leadership Studies AI Graduate Certificate reflects the transdisciplinary field of leadership studies in its integration of context, experience, reflection, action, and evaluation in relation with and to the contemporary innovations and disruptions of AI and related technologies.

Our certificate is geared to the challenges of leadership and decision making in a time of turbulent change. This pioneering transdisciplinary, cross departmental, and multi-level four course Certificate program AI learning initiative is tailored for remote immersive instruction. It engages a critical inquiry essential for all leaders regarding AI's applications, while also being grounded in Jesuit & Ignatian frameworks navigating and articulating philosophical, ethical, and normative concerns. The Leadership in the Time of Artificial Intelligence (AI) Graduate Certificate is designed to develop in leaders & followers as well as students and scholars in leadership studies the necessary skills and abilities to comprehend and employ the capabilities of AI in their everyday contexts.

The Leadership in the AI Revolution Graduate Certificate is designed to meet the needs and schedules of working adults. The online program consists of 12 credits. Credits may be applied towards the completion of an applicable Masters degree program within the School of Leadership.

Distinctive Features: This four-course Certificate is geared to the experience of mid-level and seasoned leaders & followers, while providing solid intellectual and ethical foundations regardless of specific

contexts. Contemporary analysis of leadership in political, corporate, religious, and educational contexts indicates a need for both improved performance in the art of leading and following along with the developing of the knowledge and expertise necessary for individual and collective wayfinding. Artificial intelligence offers needed assistance in both areas.

Admissions

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2. with the application for graduate study, each program at Gonzaga has distinct admission requirements. Please refer to the table below to view that detailed information.

| Program Name | How to Apply Link |
|--|---|
| Leadership in the AI Revolution Graduate Certificate | https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply (https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply/) |

Prerequisite:

A bachelor's degree from a regionally accredited college or university is required.

Program Requirements

To complete the Leadership in the Time of AI Graduate Certificate, students will need to complete the four courses (12 credits) listed below.

| Code | Title | Hours |
|--------------------|--|-----------|
| LDRS 601 | Artificial Intelligence and Communication | 3 |
| LDRS 602 | Artificial Intelligence Explorations and Applications | 3 |
| LDRS 603 | Artificial Intelligence and the Philosophical and Ethical Considerations | 3 |
| LDRS 604 | Leading Transformation with Artificial Intelligence | 3 |
| Total Hours | | 12 |

Graduate Certificate in Change Leadership

Admissions

1. Students applying to Gonzaga University must submit Gonzaga's Graduate Application, which can be accessed online at <https://www.gonzaga.edu/gradapply> (<https://apply-grad.gonzaga.edu/apply/>)
2. with the application for graduate study, each program at Gonzaga has distinct admission requirements. Please refer to the table below to view that detailed information.

| Program Name | How to Apply Link |
|---|---|
| Graduate Certificate in Change Leadership | https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply (https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply/) |

Prerequisite:

A bachelor's degree from a regionally accredited college or university is required.

Program Requirements

| Code | Title | Hours |
|----------|--|-------|
| ORGL 600 | Foundations of Leadership | 3 |
| ORGL 515 | Leadership and Human Potential | 3 |
| ORGL 516 | Relational Dynamics and Organizational Development | 3 |
| ORGL 517 | Organizational Change and Transformation | 3 |

Graduate Certificate in College Teaching of Communication

On-Campus immersion option includes 3-days on Gonzaga's campus
Fully online immersion option includes synchronous 3-day Zoom session

The Graduate Certificate in College Teaching of Communication is a series of 4 courses focused on theories and practices of college teaching and pedagogy. These courses are also designed to develop students' communication skills, especially their public speaking, writing, and digital media skills.

Admissions

- Students applying to Gonzaga University must submit Gonzaga's Graduate Application, which can be accessed online at <https://www.gonzaga.edu/gradapply> (<https://apply-grad.gonzaga.edu/apply/>)
- with the application for graduate study, each program at Gonzaga has distinct admission requirements. Please refer to the table below to view that detailed information.

| Program Name | How to Apply Link |
|---|---|
| Graduate Certificate in College Teaching of Communication | https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply (https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply/) |

Prerequisite:

A bachelor's degree from a regionally accredited college or university is required.

Program Requirements

To complete the Leadership in the Time of AI Graduate Certificate, students will need to complete the four courses (12 credits) listed below.

| Code | Title | Hours |
|--------------------|-------------------------------------|-----------|
| COML 510 | Communication Teaching and Pedagogy | 3 |
| COML 525 | Advanced Pedagogy | 3 |
| COML 518 | Online Course Design and Teaching | 3 |
| COML 599 | Content Creation and Strategy | 3 |
| Total Hours | | 12 |

On-Campus immersion option includes 3-days on Gonzaga's campus
Fully online immersion option includes synchronous 3-day Zoom session

Graduate Certificate in Servant Leadership

Admissions

- Students applying to Gonzaga University must submit Gonzaga's Graduate Application, which can be accessed online at <https://www.gonzaga.edu/gradapply> (<https://apply-grad.gonzaga.edu/apply/>)
- with the application for graduate study, each program at Gonzaga has distinct admission requirements. Please refer to the table below to view that detailed information.

| Program Name | How to Apply Link |
|--|---|
| Graduate Certificate in Servant Leadership | https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply (https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply/) |

Prerequisite:

A bachelor's degree from a regionally accredited college or university is required.

Program Requirements

| Code | Title | Hours |
|----------|--------------------------------------|-------|
| ORGL 600 | Foundations of Leadership | 3 |
| ORGL 530 | Servant Leadership | 3 |
| ORGL 532 | Leadership, Justice, and Forgiveness | 3 |
| ORGL 535 | Listen, Discern, Decide | 3 |

Graduate Certificate in Social Media Management

The Graduate Certificate in Social Media Management is a series of 4 courses (students select 4 out of the 6 offered) focused on theories and professional best practices of digital media communication. These courses are also designed to develop students' analytical, technical, and visual communication skills along with developing a framework for ethical implications and responsibilities in the digital world.

Admissions

- Students applying to Gonzaga University must submit Gonzaga's Graduate Application, which can be accessed online at <https://www.gonzaga.edu/gradapply> (<https://apply-grad.gonzaga.edu/apply/>)
- with the application for graduate study, each program at Gonzaga has distinct admission requirements. Please refer to the table below to view that detailed information.

| Program Name | How to Apply Link |
|---|---|
| Graduate Certificate in Social Media Management | https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply (https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply/) |

Prerequisite:

A bachelor's degree from a regionally accredited college or university is required.

Program Requirements

To complete the Leadership in the Time of AI Graduate Certificate, students will need to complete the four courses (12 credits) listed below.

| Code | Title | Hours |
|-------------------------------|---|-----------|
| Select four of the following: | | 12 |
| COML 505 | Digital Storytelling | |
| COML 509 | Social Media Engagement and Analysis | |
| COML 516 | Disinformation in Digital Age | |
| COML 540 | Digital Media Analysis | |
| COML 541 | Advanced Digital Media Analysis | |
| COML 545 | Digital Surveys, Algorithms, and Ethics | |
| COML 550 | Visual Data Communication | |
| Total Hours | | 12 |

Graduate Certificate in Strategic Communication and Public Relations

The Graduate Certificate in Strategic Communication and Public Relations will be a series of 4 courses, with recommended course sequences contingent on a student's expressed preference to either emphasize strategic communication or PR. For the strategic communication emphasis, coursework is focused on organizational structures and cultures and their impacts on internal and external communication, effective communication influence strategies for leaders, and theoretical and professional best practices related to external strategic communication. For students pursuing a PR emphasis, content is focused on theoretical and professional best practices related to public relations communication. The courses are also designed to expose students to the ethical dilemmas and responsibilities inherent in value-based practice.

Admissions

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2. with the application for graduate study, each program at Gonzaga has distinct admission requirements. Please refer to the table below to view that detailed information.

| Program Name | How to Apply Link |
|--|---|
| Graduate Certificate in Strategic Communication and Public Relations | https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply (https://www.gonzaga.edu/school-of-leadership-studies/academics/graduate-certificates/how-to-apply/) |

Prerequisite:

A bachelor's degree from a regionally accredited college or university is required.

Program Requirements

PR Emphasis Suggested Course Sequence

(choose four)

| Code | Title | Hours |
|------------------------------|--|-----------|
| Recommended | | |
| COML 512 | Strategic and Crisis Communication | 3 |
| COML 514 | Strategic and Applied Public Relations | 3 |
| Electives | | |
| Select two of the following: | | 6 |
| COML 509 | Social Media Engagement and Analysis | |
| COML 516 | Disinformation in Digital Age | |
| COML 540 | Digital Media Analysis | |
| COML 541 | Advanced Digital Media Analysis | |
| COML 560 | Communications for Behavior Change | |
| Total Hours | | 12 |

Strategic Communication Suggested Course Sequence

(choose four)

| Code | Title | Hours |
|------------------------------|--|-----------|
| Recommended | | |
| COML 504 | Organizational Communication | 3 |
| COML 512 | Strategic and Crisis Communication | 3 |
| Electives | | |
| Select two of the following: | | 6 |
| COML 509 | Social Media Engagement and Analysis | |
| COML 514 | Strategic and Applied Public Relations | |
| COML 516 | Disinformation in Digital Age | |
| COML 540 | Digital Media Analysis | |
| COML 560 | Communications for Behavior Change | |
| Total Hours | | 12 |