

# GRADUATE CERTIFICATE IN STRATEGIC COMMUNICATION AND PUBLIC RELATIONS (CERTIFICATE)

---

## Program Requirements

### PR Emphasis Suggested Course Sequence

(choose four)

| Code                         | Title                                  | Hours     |
|------------------------------|--|-----------|
| <b>Recommended</b>           |  |           |
| COML 512                     | Strategic and Crisis Communication     | 3         |
| COML 514                     | Strategic and Applied Public Relations | 3         |
| <b>Electives</b>             |  |           |
| 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     |           |
| <b>Total Hours</b>           |  | <b>12</b> |

### Strategic Communication Suggested Course Sequence

(choose four)

| Code                         | Title                                  | Hours     |
|------------------------------|--|-----------|
| <b>Recommended</b>           |  |           |
| COML 504                     | Organizational Communication           | 3         |
| COML 512                     | Strategic and Crisis Communication     | 3         |
| <b>Electives</b>             |  |           |
| 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     |           |
| <b>Total Hours</b>           |  | <b>12</b> |