

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

- Adapt to the ways diverse perspectives affect communication
- Construct messages to achieve strategic communication goals
- Serve as a feeder for the M.A. in Strategic Communication

Program Specific Information

The certificate in Strategic Communication is a 18-credit program for people to improve their communication skills and explore the field of communication. The majority of credits in the certificate are electives to allow students the opportunity to apply information as it suits their needs and to determine if they would like to continue with the M.A. Students can graduate with the certificate, and they can also transfer all credits to the M.A., if desired.

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

Academic Requirements

Code	Title	Credits
Required		
COM 601	Professional Communication Ethics	1.5
COM 602	Effective Presentations	3
COM 612	Internal Communication	3

Electives

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	
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

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.

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

Assistant Professors: Lashley

Program Contact Information

Strategic Communication
Communication Center
(215) 951-1844

Staff Contact Information

Katie Dunleavy, Ph.D.
Director
Communication Center
(215) 991-3520