

INTRODUCTION TO CORPORATE COMMUNICATION, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Program Description

The Introduction to Corporate Communication certificate program is designed for those considering a degree in the field. It is also applicable for those currently employed in the field without a formal credential. The certificate includes courses intended to develop understanding of the oral and written communication strategies that result in effective communication in a professional environment.

What is Introduction to Corporate Communication?

Corporate Communication encompasses all aspects of strategic communication in for-profit and not-for-profit organizations, from internal communication between senior leaders and front line professionals to communication with external clients. Corporate communicators are highly skilled professionals in the art of planning, problem solving, and persuading with a sharp understanding of their audience's needs, tastes, and interests.

You Might Like This Program If...

- You are creative.
- You want to enhance your degree program but building strong skills in writing and speaking.