



CERTIFICATE IN STRATEGIC COMMUNICATION (8-WEEK PROGRAM)



Overview

The CSC is designed to help students keep pace with worldwide transformations in information technology, media production, image consumption, message distribution, and norms of digital engagement.

Certificate Requirements

*Grades of B or better are needed for all courses to earn the certificate.

*All courses must be taken at CU Denver.

*After taking the four courses, attach a completed CSC application to an unofficial transcript and send the documents to Hamilton Bean.

Strategic Communication Careers

Strategic change manager	Media relations
Digital strategies specialist	Social Media
Public relations manager	Public affairs
Communications director	
Corporate communications	

Contact

Hamilton Bean, PhD
hamilton.bean@ucdenver.edu

Requirements (12 credits)

Start with 2 required classes:

COMM 2051 Introduction to Strategic Communication

COMM 2071 Media Writing Skills

Take an elective that focuses on production skills:

COMM 2081 New Media Production and Management

COMM 3660 Social Media for Social Change

COMM 3939 Internship

COMM 4665 Principles of Advertising

Synthesize with a required capstone:

COMM 4051 Advanced Strategic Communication