

# Strategic Communication

The **Certificate in Strategic Communication** provides essential skills for designing, implementing and managing business communications programs for a range of corporate, agency and nonprofit organizations. Students in the program learn to coordinate internal and external communications. Program components help students implement programs personally, manage in-house resources, or direct external teams of communications professionals.

This program provides in-depth instruction in writing, editing and presentation along with the analysis of critical concepts in communications research, management, marketing, advertising, public relations, technology and media (traditional and new) and how these functions relate to each other to create effective organizational communications.

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## Requirements

### Certificate in Strategic Communication

**Required Course Work:** 15 units

Choose five of the following seven courses:

Code	Title	Units
Comm 234	Foundations of Communications	3
Comm 262	Integrated Strategic Communications	3
Comm 305	Market Research and Communications Strategies	3
Comm 350	Public Relations Principles and Practices	3
EComp 324	Writing for Public Speaking	3
Comm 378	Communications Technology and New Media	3
Comm 385	Digital Communications Analytics	3