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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