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Strategic Communications Certificate

Code	Title	Cr	edits
Required Courses			
COMM 314	Public Relations	3	
COMM 315	Digital Communication	3	
COMM 414	Social Media Management	3	
COMM 444	Event Planning	3	
Directed Electives			
Select 3 credits from the following:			
ART 215	Graphic Design I		
ART 245	Introduction to Web Design		
COMM 330	Understanding Statistics		
COMM 340	Research Methods		
MRKT 301	Principles of Marketing		
MRKT 310	Digital Marketing		
Total Credits		15	;