



Strategic Communications Certificate

Code	Title	Credits
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:		3
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