

INTRODUCTION TO CORPORATE COMMUNICATION, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Certificate Learning Objectives

- Students will be able to describe the Corporate Communication field and its central questions
- Students will be able to employ Corporate Communication theories, principles and concepts
- Students will be able to create messages appropriate to audience, purpose and context
- Students will be able to critically analyze messages
- Students will demonstrate the ability to accomplish corporate communication goals
- Students will be able to apply ethical concepts to corporate communication principles and practices