

STRATEGIC COMMUNICATION

The Strategic Communication certificate will enable students to learn communication theories while gaining practical writing, data analysis, and leadership skills that will help advance their career and meet organizational needs.

Certificate Offered

- Strategic Communication, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/strategic-communication/strategic-communication-certificate/>)

Strategic Communication Courses

COMM_ST 205-DL Theories of Persuasion (1 Unit)

Survey of major theories that explain how to change another person's attitudes and behaviors. Applications to persuasion within a variety of contexts, including relationships, organizations, legal campaigns, and the mass culture.

COMM_ST 225-DL Communication and Culture (1 Unit)

How the concept of "culture" is constituted and disseminated through practices, processes, and mechanisms of "communication." Theories of myriad forms of mediation (interpersonal, off- and online, popular, and mass-mediated) shaping our relationships with ourselves and the world around us are covered.

COMM_ST 250-DL Team Leadership and Decision Making (1 Unit)

Theories and research relating to communication in small groups and group decision making.

COMM_ST 395-DL Topics in Communication Studies (1 Unit)

Topics vary. May be repeated for credit with different topic.