

INTEGRATED STRATEGIC COMMUNICATION, CERTIFICATE

(Code 585-601)

The **Certificate in Integrated Strategic Communication** is designed to teach students in a wide variety of non-communication fields to effectively communicate in a message-intensive world. Specifically, students will learn how to promote their skills to the public at large and to help the public build a better understanding of both their chosen field and the issues important to that field. The certificate will provide students with the skills and knowledge needed to identify and analyze target audiences and create messages designed for those audiences.

Code	Title	Credits
Fifteen semester credits, including:		
Required Courses		
CJ 184	Multimedia Communication	3
CJ 260	Introduction to Integrated Strategic Communication	3
CJ 300	Research Methods	3
or one of the following courses:		
MKTG 334	Marketing Research	
POLS 290	Introduction to Political Analysis	
PSYC 271	Methods of Research in Psychology	
SOC 332	Sociological Research Methods	
Select two of the following courses:		6
CJ 373	Writing for Integrated Strategic Communication	
CJ 374	Integrated Strategic Communication (ISC) Campaign Design and Evaluation	
CJ 362	Strategic Media Planning	

Note 1: Students majoring in any program in Communication and Journalism may not use this certificate to satisfy the graduation requirement of a second program.

Note 2: There must be at least 48 unique credits between a student's major and this certificate if course work overlaps for purposes of meeting graduation requirements for first and second degree programs.

Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply tools and technologies appropriate for the communications professions in which they work.