

# STRATEGIC COMMUNICATION UNDERGRADUATE CERTIFICATE

## Introduction

Please click here (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/college-liberal-arts-sciences/communication/>) to see Communication department information.

In keeping with worldwide transformations in information technology, media production, image consumption, message distribution, and norms of citizen engagement, the Department of Communication offers an Undergraduate Certificate in Strategic Communication (CSC).

Strategic Communication has been defined as the management function that entails planning, research, publicity, promotion and collaborative decision-making to help any organization's ability to listen to, appreciate and respond appropriately to those persons and groups whose mutually beneficial relationships the organization needs to foster as it strives to achieve its mission and vision.

## Program Delivery

This is an on-campus or online program.

## Declaring This Certificate

Students interested in completing this certificate should complete this form: CLAS Undergraduate Certificate Intent to Declare Form ([https://ucdenver.co1.qualtrics.com/jfe/form/SV\\_2hNYIHqVx0Ta0Dk/](https://ucdenver.co1.qualtrics.com/jfe/form/SV_2hNYIHqVx0Ta0Dk/)), which requests that the certificate be added to your student record. Once added, you will be able to run a certificate degree audit. The certificate degree audit should be used in collaboration with the Certificate Advisor to ensure successful completion of the requirements.

Students should then work with Dr. Hamilton Bean ([hamilton.bean@ucdenver.edu](mailto:hamilton.bean@ucdenver.edu) ([hamilton.bean@ucdenver.edu](mailto:hamilton.bean@ucdenver.edu) subject=Strategic%20Communication%20Certificate)) – the certificate advisor, to ensure completion of all certificate requirements.

## Completing This Certificate

Students must also complete the CLAS Undergraduate Certificate Completion Verification Form, ([https://ucdenver.co1.qualtrics.com/jfe/form/SV\\_eyPLZl6vVh0wG8K/](https://ucdenver.co1.qualtrics.com/jfe/form/SV_eyPLZl6vVh0wG8K/)) before graduation, in order to confirm completion of their certificate. The certificate advisor will confirm that your certificate has been successfully completed, and will work with campus partners to apply the certificate to your transcript.

Students must fill out the Certificate Completion Form before the deadlines below, to ensure the certificate is applied to your transcript correctly. If you are a non-degree seeking student, please fill out this form in the term in which you intend to complete your certificate.

Spring semester – **April 1**  
Summer semester – **July 1**  
Fall semester – **November 1**

Once confirmed, no physical certificate will be mailed to you, but it will be noted on your final transcript.

## Additional Information

Additional information about the Undergraduate Certificate in Strategic Communication may be obtained from Dr. Hamilton Bean, Department of Communication, Student Commons Building, 1201 Larimer Street, Suite 3010, 303-315-1909, [Hamilton.Bean@ucdenver.edu](mailto:Hamilton.Bean@ucdenver.edu).

These program requirements are subject to periodic revision by the academic department, and the College of Liberal Arts and Sciences reserves the right to make exceptions and substitutions as judged necessary in individual cases. Therefore, the College strongly urges students to consult regularly with their Strategic Communication advisor to confirm the best plans of study before finalizing them.

## General Requirements

Students must satisfy all requirements as outlined below and by the department offering the certificate.

- Click here (<http://catalog.ucdenver.edu/cu-denver/undergraduate/academic-policies-procedures/>) for information about Academic Policies

## Certificate Requirements

- Students must complete a minimum of 12 credit hours from approved courses.
- Students must complete a minimum of six upper division (3000-level and above) credit hours from approved courses.
- Students must earn a minimum grade of B (3.0) in all courses that apply to the certificate and must achieve a minimum cumulative certificate GPA of 3.0. Courses taken using P+/P/F or S/U grading cannot apply to certificate requirements.
- Students must complete all credit hours for the certificate with CU Denver faculty.

Code	Title	Hours
<i>To build on a shared set of foundational theories, norms, and skills, all CSC-seeking students complete two required courses in Communication:</i>		
COMM 2051	Introduction to Strategic Communication	6
COMM 3072	Media Writing Skills	
<i>CSC-seeking students will then burnish their production skills by completing a 3 credit hour elective from chosen areas of content expertise by completing one of the following:</i> <sup>1</sup>		
COMM 2081	New Media Production and Management	3
COMM 3081/5081/ HIST 3260/5260	Introduction to Digital Studies	
COMM 3660	Social Media for Social Change	
COMM 3939	Internship	
COMM 4665	Principles of Advertising	
FINE 2155	Introduction to Digital Photography	
FINE 2405	Introduction to Digital Design	
FINE 2415	Typography Studio	3
FINE 3414	Motion Design I	
<i>CSC-seeking students will complete their certificate by undertaking a semester-long, 3 credit hour capstone project conducted in conjunction with a community partner, by completing one of the following:</i>		
COMM 4051	Advanced Strategic Communication	

or FINE 4400Design Studio III

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<b>Total Hours</b>	<b>12</b>
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<sup>1</sup> Another elective with a strategic communication focus may be approved for the CSC in consultation with Dr. Hamilton Bean or a Department of Communication advisor.

To learn more about the Student Learning Outcomes for this program, please visit our website (<https://clas.ucdenver.edu/communication/strategic-communication-certificate-learning-outcomes/>).