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.

These requirements are subject to periodic revision by the academic department, and the College 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 major advisor and CLAS advisor to confirm the best plans of study before finalizing them.

Program Delivery
• This is an on-campus or online program.

Declaring This Certificate
• Students should declare interest in completing the Undergraduate Certificate in Strategic Communication by emailing Dr. Hamilton Bean at hamilton.bean@ucdenver.edu.
• Before the end of their final semester, students must send a completed certificate application (https://clas.ucdenver.edu/communication/certificates/) to Dr. Hamilton Bean at hamilton.bean@ucdenver.edu (hamilton.bean@ucdenver.edu.).
• The approved certificate will be mailed to the student, and recorded on their transcript, after final grades are posted for the semester.
• Students who are not already enrolled at CU Denver must also complete an online Application for Non-Degree Admission prior to registering for courses.

Additional information about the undergraduate certificate in Strategic Communication may be obtained from Dr. Hamilton Bean, Student Commons Building 3010, 303-315-1909, or hamilton.bean@ucdenver.edu (hamilton.bean@ucdenver.edu.).

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
1. Students must complete a minimum of 12 credit hours from approved courses.
2. Students must complete a minimum of 6 upper division (3000-level and above) credit hours from approved courses.
3. Students must earn a minimum grade of B (3.0) in all certificate courses taken at CU Denver and must achieve a minimum cumulative certificate GPA of 3.0. All graded attempts in required and elective courses are calculated in the certificate GPA. Students cannot complete certificate or ancillary course requirements as pass/fail.
4. Students must complete all credit hours for the certificate with CU Denver faculty.

Required Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSC</td>
<td>To build on a shared set of foundational theories, norms, and skills, all CSC-seeking students take two required courses in Communication</td>
<td>6</td>
</tr>
<tr>
<td>COMM 2051</td>
<td>Introduction to Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2071</td>
<td>Media Writing Skills</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSC</td>
<td>CSC-seeking students will then burnish their production skills by taking an elective from chosen areas of content expertise.</td>
<td></td>
</tr>
<tr>
<td>Take at least one</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COMM 2081</td>
<td>New Media Production and Management</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3660</td>
<td>Social Media for Social Change</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3939</td>
<td>Internship</td>
<td>1-6</td>
</tr>
<tr>
<td>COMM 4665</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>FINE 2155</td>
<td>Introduction to Digital Photography</td>
<td>3</td>
</tr>
<tr>
<td>FINE 2405</td>
<td>Introduction to Digital Design</td>
<td>3</td>
</tr>
<tr>
<td>FINE 2415</td>
<td>Typography Studio</td>
<td>3</td>
</tr>
<tr>
<td>FINE 3414</td>
<td>Motion Design I</td>
<td>3</td>
</tr>
</tbody>
</table>

1 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.

Capstone Project

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSC</td>
<td>CSC-seeking students will complete their certificate by undertaking a semester-long capstone project conducted in conjunction with a community partner.</td>
<td></td>
</tr>
<tr>
<td>Take one</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COMM 4051</td>
<td>Advanced Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>or FINE 4400</td>
<td>Design Studio III</td>
<td></td>
</tr>
</tbody>
</table>

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/).