

GLOBAL STRATEGIC COMMUNICATION

Public Relations Track

Measuring Change & The Role of Evaluation

MMC6936 3 Credits

12-week Asynchronous

Research plays a unique role in the development of an effective strategic communications campaign. Effective campaigns use research not only to demonstrate results, but also to establish credibility for the changes they work to drive with policymakers and other funders, and through methods like communitybased participatory research, to increase the likelihood that change will be adopted by the target community. Students will learn the skills of evaluation design, and the role of specific forms of research to engage audiences and establish agendas.

Presentation Power

MMC5046 3 Credits

12-week Asynchronous

Effective salespeople can comfortably communicate their ideas to any audience. This course teaches students advanced pitching skills that include how to effectively organize ideas, integrate storytelling in pitches, how to read and respond to key audience stakeholders, and how to integrate both logic and emotion in a sales appeal.

Strategy & Messaging

PUR6934 3 Credits

12-week Asynchronous

In this course, you will learn the intricacies of strategy and messaging in a methodical, hands-on way. We will cover topics such as research, planning, evaluation, messaging, public interest, persuasion, and reaching diverse audiences as you create a strategic communications plan for a campaign. You will create and tailor messaging and choose appropriate tactics to reach audiences directly. This approach will provide you with practical knowledge, skills, and experiences that you can apply to the public relations workplace.

Strategic Writing for Public Relations

MMC6936 3 Credits

12-week Asynchronous

This course exists to teach students to write and think in order to be successful in the public relations workplace. Its curriculum will cover and include not just writing to and for the media, but also approaching and building and maintaining relationships with members of the press corps.