

GRADUATE CERTIFICATE IN COMMUNICATION AND TECHNOLOGY

Advanced education in web and publication design and management, video production, photography, infographics, and strategic communication.

Students interested in graduate work should refer to the Graduate and Professional Bulletin.

Learning Objectives

Upon successful completion, students will be able to:

1. Write for professional audiences in professional and corporate environments.
2. Make and manage effective photographs, video productions, and websites.
3. Design and manage communication efforts utilizing digital projection methods and concepts.
4. Communicate ethically and strategically among, and for diverse, multicultural audiences.
5. Develop skills for analytics, search engine optimization, and evaluation of communication efforts.
6. Display the ability to engage collaboratively with diverse stakeholders and types of organizations.

Requirements Effective Fall 2021

Additional coursework may be required due to prerequisites.

Code	Title	Credits
Select 12 credits from the following:		12
JTC 505	Advanced Professional Writing	
JTC 511	Corporate Media Ethics and Issues	
JTC 517	Advanced Information Graphics	
JTC 536	Organizational and Commercial Photography	
JTC 540	Corporate Digital Video Editing	
JTC 550	Public Relations	
JTC 555	Advertising and Marketing Communication	
JTC 572	Corporate Web Design and Management	
Program Total Credits:		12

*This certificate may have courses in common with other graduate certificates. A student may earn more than one certificate, but a given course may be counted only in one certificate.