

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.