



GRADUATE CERTIFICATES

MASTER OF SCIENCE IN

COMMUNICATION

“Earning my MS in Communication set me apart from the competition both on the job and while reaching for it. Studying what you’re passionate about puts the theories and proof in place to support your instincts and analysis.

The University of Wisconsin-Whitewater served me well.”

University of Wisconsin-Whitewater Master of Communication Alumnus

Designed to put you in control of your educational path, graduate certificates in communication from the University of Wisconsin-Whitewater get you into the virtual classroom quickly and on your schedule. Begin courses winter, summer, or fall. Complete your certificate in as little as one semester.

Take one certificate to feel an immediate boost to your profession. Take two to customize your expertise. Or combine three and add a capstone course to earn a complete Master of Science Degree in Communication.

Each certificate is nine credits and contains two required courses. Electives allow you to customize your experience to suit your passion and desired pathway.

- Certificate in Social and New Media
- Certificate in Health Advocacy
- Certificate in Strategic Communication
- Certificate in Organizational Communication



www.edu/cac/communication/graduate

For More Information: www.edu/gradstudies • (262) 472-1006 • grad@uww.edu

School of Graduate Studies, UW-Whitewater RS 2013, 800 W. Main Street Whitewater, WI 53190

Certificate in Social and New Media

Course	Name	Status
COMM 740	Social and New Media Messaging	REQUIRED
COMM 724	Technology, Globalization, and Communication	REQUIRED
COMM 785	Research Competency for Communication Practitioners	ELECTIVE
COMM 745	Practicing Advocacy and Influence	ELECTIVE
COMM 720	Strategic Planning	ELECTIVE
COMM 727	Corporate Communication Administration	ELECTIVE
COMM 763	Health Communication Topics	ELECTIVE
COMM 780	Written Communication for Diverse Audiences	ELECTIVE
COMM 77x	6 "COMM Matters" modules	ELECTIVE

Certificate in Health Advocacy

Course	Name	Status
COMM 763	Health Advocacy Topics	REQUIRED
COMM 764	Health Advocacy and Public Policy	REQUIRED
COMM 785	Research Competency for Communication Practitioners	ELECTIVE
COMM 724	Technology, Globalization, and Communication	ELECTIVE
COMM 780	Written Communication for Diverse Audiences	ELECTIVE
COMM 720	Strategic Planning	ELECTIVE
COMM 745	Practicing Advocacy and Influence	ELECTIVE
COMM 740	Social and New Media Messaging	ELECTIVE
COMM 77x	6 "COMM Matters" modules	ELECTIVE

Certificate in Strategic Communication

Course	Name	Status
COMM 720	Strategic Planning	REQUIRED
COMM 745	Practicing Advocacy and Influence	REQUIRED
COMM 712	Crisis Communication	ELECTIVE
COMM 785	Research Competency for Communication Practitioners	ELECTIVE
COMM 724	Technology, Globalization, and Communication	ELECTIVE
COMM 780	Written Communication for Diverse Audiences	ELECTIVE
COMM 740	Social and New Media Messaging	ELECTIVE
COMM 764	Health Communication and Public Policy	ELECTIVE
COMM 77x	6 "COMM Matters" modules	ELECTIVE

Certificate in Organizational Communication

Course	Name	Status
COMM 703	Corporate Communication Topics	REQUIRED
COMM 727	Corporate Communication Administration	REQUIRED
COMM 785	Research Competency for Communication Practitioners	ELECTIVE
COMM 724	Technology, Globalization, and Communication*	ELECTIVE
COMM 780	Written Communication for Diverse Audiences	ELECTIVE
COMM 712	Crisis Communication	ELECTIVE
COMM 763	Health Communication Topics	ELECTIVE
COMM 740	Social and New Media Messaging	ELECTIVE
COMM 77x	6 "COMM Matters" modules	ELECTIVE

Any course listed as an 'elective' may be used as an elective for ANY of the graduate certificates. Tables above are suggested combinations.