

STRATEGIC COMMUNICATIONS, CERTIFICATE

Saint Louis University's strategic communications certificate program is designed for School of Professional Studies students who want to learn how to use communication strategies and tactics effectively in organizations.

Students may choose this 24-credit program as a stand-alone certificate.

Careers

Students with a minor or certificate in strategic communications learn to plan and create communications that directly support an organization's goals. This program is excellent for individuals seeking careers in marketing, public relations and other communication departments within organizations.

Admission Requirements

- Age: 22 years or older
- Work Experience: at least 3 years or the equivalent
- Education: high school diploma or composite GED score of at least 2250
- Interview: successful completion of an admission meeting with an admissions counselor. This can be done over the phone or on campus
- Grade Point Average: min transfer cumulative GPA of 2.5 (unless qualified for conditional admittance)

Admission Procedures

Step 1 – Complete Application

Complete the application for admission online at <https://www.slu.edu/> online. Applications are accepted and processed on a rolling basis. Students are encouraged to apply for admission at least one month before the term in which they wish to enroll.

Step 2 – Request official Transcripts

Have official transcripts mailed directly from all previously attended colleges to:

School for Professional Studies
 Attention: Admissions
 3840 Lindell Blvd
 St. Louis, MO 63108

Applicants seeking a degree or certificate who have not earned a bachelor's degree must obtain official transcripts for all previous college course work. If students have never attended college or have less than 15 credits of transferable college credits they will need to provide official high school or GED transcripts.

Applicants seeking a certificate who have a bachelor's degree need only provide an official transcript from their primary higher education institution or evidence of a high school diploma or GED.

Non-degree applicants only need to provide unofficial copies as needed for prerequisites.

Step 3 – Meet with Admissions Counselor

Contact an admissions counselor to discuss the status of the application and educational and career goals. Students may schedule an appointment to speak with an admissions counselor at the St. Louis campus or over the phone in certain instances. Appointments are available during business hours and weekday evenings.

A writing and/or math assessment test may be necessary during or shortly after the admissions meeting.

Scholarships and Financial Aid

There are two principal ways to help finance a Saint Louis University education:

- Scholarships: awarded based on academic achievement, service, leadership and financial need. The School for Professional Studies offers numerous scholarships and awards specially for new students.
- Financial Aid: provided in the form of grants and loans, some of which require repayment.

To determine eligibility for financial assistance, submit the Free Application for Federal Student Aid (FAFSA) early for maximum consideration. FAFSA is available online at: <http://www.fafsa.ed.gov>

For information on other scholarships and financial aid, visit the student financial services office online at <http://finaid.slu.edu>.

Gainful Employment Disclosure

The U.S. Department of Education requires (per 34 CRF Part 668) that all institutions participating in the federal Title IV student financial assistance programs (Pell Grants, federal student loans, etc.) publicly disclose certain data regarding all academic programs designated as "Gainful Employment" programs per DOE definitions.

Gainful Employment Disclosure (https://www.slu.edu/services/fin_aid/GE/FY17/09.0101-Gedt.html)

Learning Outcomes

- Graduates will be able to develop effective problem solving and critical thinking skills as applicable to academic and professional contexts and demonstrate aptitude for scientific inquiry.
- Graduates will be able to enhance technological literacy through utilization of professional appropriate computer software programs and communication technologies.
- Graduates will be able to describe the role of ethics in decision-making in multicultural, professional organizations
- Graduates will be able to apply knowledge of social influence, market analysis, organizational finance, and the role of advertising in the free enterprise system.
- Graduates will be able to make oral presentations suitable for academic and professional audiences.

Requirements

Code	Title	Credits
Required Courses		
CMMK 1210	Public Speaking in Org. Life	3
CMMK 3010	Integrated Corporate Communication	3
CMMK 3250	Strategic Communication Across Professional Settings	3

CMMK 3500	Ethics in Professional Communication	3
CMMK 3650	Professional Communication Between Cultures	3
CMMK 4150	Public Relations Principles and Practices	3
CMMK 4270	Advertising Principles and Practices	3
CMMK 4500	Persuasion in Professional Communication	3
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Total Credits		24

Continuation Standards

Students must maintain a minimum 2.00 GPA.