The Corporate Communication Graduate Certificate offers students additional training in creating, managing, and communicating corporate reputation. The curriculum includes courses in crisis public relations, theories of public relations, and electives designed to enhance students’ communication skills in corporate environments.

**APPLICATION PROCESS**
- Admission is open to students holding an undergraduate degree from a regionally accredited institution and who have a GPA of 3.0 and above.
- Current UCF graduate degree-seeking students are also eligible to apply.
- An application to the graduate certificate program, official transcripts and a $30 application fee must be submitted.

**DEADLINES**
- Fall semester (June 1)
- Spring semester (December 1)

**CURRICULUM**

Total Required for Certificate—18 Credit Hours

**Required Courses (take all 3 courses)**
- COM 6008 Proseminar in Communication
- PUR 6005 Theories of Public Relations
- PUR 6403 Crisis Public Relations

**Elective Courses (select 3 courses)**
- ADV 6209 Advertising and Society
- COM 5932 Current Topics in Communication
- COM 6025 Health Communication
- COM 6047 Interpersonal Support in the Workplace
- COM 6121 Communication Management
- COM 6145 Organizational Communication
- COM 6304 Quantitative Research Methods
- COM 6303 Qualitative Research Methods
- COM 6467 Studies in Persuasion
- COM 6468 Communication and Conflict
- COM 6525 Communication Strategy and Planning
- MMC 6202 Legal and Ethical Issues
- MMC 6266 Communications Convergence and Media Planning
- MMC 6307 International Communication
- MMC 6402 Mass Communication Theory
- MMC 6407 Visual Communication Theory
- MMC 6567 Seminar in New Media
- MMC 6600 Media Effects and Audience Analysis
- MMC 6600 Media Effects and Audience Analysis
- PUR 6215 Communicating Corporate Social Responsibility
- PUR 6403 Public Relations in Politics & Government

**CERTIFICATE BENEFITS**
- Nationally and internationally recognized faculty committed to student success
- Wide selection of courses that can be tailored to individual academic goals
- Convenient course schedules and affordable tuition prices
- Opportunity to transfer a completed certificate to the Communication M.A. degree-seeking program
- Ability to complete the certificate in one calendar year

**STUDENT BENEFITS**
- Cutting edge research incorporated in courses
- Application of coursework to the professional setting
- Access to campus career exploration and development resources
- Professional affiliation and networking opportunities

**CONTACT INFORMATION**

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Nicholson School of Communication
NSC 143 • 407-823-2681
www.communication.cos.ucf.edu

College of Graduate Studies
Millican Hall 230 • 407-823-2766
www.graduate.ucf.edu

Laura Czerkies, Admissions Specialist
PROFESSIONAL AFFILIATIONS

(a small sample of our faculty’s affiliations)
American Advertising Federation
www.aaf.org
www.aaf-orlando.org
American Society for Training and Development
www.astd.org
Association for Education in Journalism and Mass Communication
www.aejmc.org
Florida Public Relations Association
www.fpра.org
International Association of Business Communicators
www.iabc.com
National Communication Association
www.natcom.org
Society of Professional Journalists
www.spj.org

USEFUL WEBSITES AND PHONE NUMBERS

MyUCF
my.ucf.edu
Bookstore
ucf.bkstore.com  407-823-2665
Health Center
hs.ucf.edu  407-823-2701
FastWeb! Scholarship Matching Service
www.fastweb.com
Parking Services
parking.ucf.edu  407-823-5812
Registrar’s Office
registrar.ucf.edu  407-823-3100
Student Disability Services
www.sds.ucf.edu  407-823-2371
Student Financial Assistance
finaid.ucf.edu  407-823-2827

PLEASE NOTE

The graduate certificate is not a degree-seeking program. Those students who are only seeking the graduate certificate will not be eligible for federal financial aid and will need to acquire private funding.