

Business Communication

Graduate Certificate

Master the skills of strategic communication with the Business Communication certificate. In courses that include Communication Analytics, Strategic Communication and Multimedia Communication, you'll gain proficiency in message development, collaborative planning, creative strategies, program execution and results measurement with current technologies. Instructors are chosen from the field and share their experience addressing today's business communication challenges.

Course Requirements (15 credits):

Prerequisites may be required. Visit the program page for details.

- ☐ **MCM 6100** Multimedia Communication
- ☐ **MCM 6101** Communication Writing
- ☐ **MCM 6102** Legal and Ethical Issues
- ☐ **MCM 6103** Communication Analytics
- ☐ **MCM 6104** Strategic Communication

Related Programs:

- MBA
- M.S. in Digital Communication
- M.S. in Management
- Marketing Management Graduate Certificate

Get started today at wilmu.edu/Certificates.







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Earn a certificate AND get credit toward a degree at the same time. Through **Dual-Credit ADVANTAGE™**, you can go further, faster, by applying credits to multiple degree and certificate programs without extra time or tuition cost.

- ✓ Build your resume with sought-after credentials.
- ✓ Learn from experienced industry professionals.
- ✓ Accelerate your education while saving time and tuition.

What sets us apart:

-  Job Market Relevance
-  Affordable Tuition
-  Degree Program Alignment
-  Expert Faculty



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