

# CORPORATE COMMUNICATION CERTIFICATE

## Program Description

Corporate communications professionals play a critical role in how organizations are perceived among both internal and external audiences. Their function encompasses media and public relations, internal employee communications, and crisis communications – which are becoming more essential than ever to manage in today's age of social media wildfire.

Whether you need to prepare to communicate a significant change initiative within your organization, work through a media crisis, or develop key messages to deliver to company stakeholders, this customizable certificate program will prepare you to build a career in the increasingly important function of corporate communications.

## Key Takeaways

- Create a communication plan to support organizational change
- Communicate with internal and external stakeholders
- Communicate during a crisis to maintain or rebuild organization reputation
- Explore critical decisions such as when to negotiate, when not to negotiate, whether you should make the opening move in a negotiation, and how many issues you want to put on the table
- Respond decisively and consistently when faced with situations that require a decision
- Identify a helpful process framework for leading change initiatives and develop a change vision
- Determine and mitigate risks connected with your solution

## What You'll Earn

- Corporate Communication Certificate from Cornell SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)
- 0-18 Professional Development Units (PDUs) toward PMI recertification
- 20-30 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 20-30 Credit hours towards HRCI recertification

## Who Should Enroll

- Public Relations Professionals
- Communications Professionals
- Marketers
- Executives
- Mid-Level Managers
- HR Leaders

## Total Investment

- 2 months to complete all the courses

## How to Enroll

For more information on how to enroll, please visit Corporate Communication (<https://ecornell.cornell.edu/certificates/marketing/corporate-communication/>).

Code	Title	Hours
<b>Core Courses</b>		
eCornell SHA711	Communication Planning for Change	0
eCornell SHA712	Crisis Communication Planning	0
<b>Elective Courses</b>		
Select two of the following:		
eCornell LSM55	Navigating Power Relationships	
eCornell LSM58	Planning and Delivering Effective Presentations	
eCornell LSM4C	Making a Convincing Case for Your Solution	
eCornell LSM40	Problem-Solving Using Evidence and Critical Thinking	
eCornell ILR501	Mediation for Managers	