

PR STRATEGY CERTIFICATE

eCornell SHA711	Communication Planning for Change	0
eCornell SHA712	Crisis Communication Planning	0

Program Description

How your organization represents itself to the outside world can make or break your brand, creating a unique demand for skilled public relations professionals with the ability to develop strategic communications.

Whether you are preparing a speech, speaking to the media, or navigating a crisis, this certificate program will prepare you to deliver effective messages both internally and externally. Through the coursework, you will study a rigorous eight-step process for building a communications plan that you can measure and evaluate against critical business objectives. You'll also have the opportunity to discover best practices to use when collaborating with PR agencies to maximize communications impact. By the end of the program, you will have mastered the ability to create and implement an effective PR strategy that aligns your efforts with the goals of your organization.

Key Takeaways

- Engage the media with confidence, comfort, and control while promoting your story
- Create an evidence-based PR strategy that supports your organization's goals
- Manage PR agency relationships to maximize benefits for your organization
- Create a communication plan to support organizational change
- Communicate during a crisis to maintain or rebuild your organization's reputation

What You'll Earn

- PR Strategy Certificate from Cornell SC Johnson College of Business
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- Communications professionals
- Current or aspiring public relations professionals
- Managers
- Executives
- Entrepreneurs

Total Investment

- 2.5 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit, PR Strategy Certificate (<https://ecornell.cornell.edu/certificates/marketing/pr-strategy/>).

Courses

Code	Title	Hours
eCornell LSM707	Communicating with the Media	0
eCornell LSM708	Strategic PR Planning	0
eCornell LSM709	Hiring and Managing PR Agencies	0