



Executive Communication Skills

The Certificate of Completion in Executive Communication Skills is designed to give students a broad communication background critical to leadership success within organizations. The certificate focuses on building expertise in verbal as well as non-verbal forms of communication while preparing professionals to communicate effectively to groups inside and outside of the organization. This certificate is offered on the graduate as well as undergraduate level.

Hours Required: 12

Courses:

COM5405 Persuasion

The course allows students to review the major theories of persuasion in addition to methods by which to apply the theories. Key topic areas include the psychology of persuasion, source credibility, motivational appeals, social campaigns, and propaganda.

CAVEAT: No graduate credit will be awarded if COM4405 has been successfully completed.

COM5407 Nonverbal Communication

The course explores the impact of nonverbal behavior on the communication process. It explores how the environment, dress, appearance, movement, facial expressions, eye behavior, and chronemics affect communication. Special attention is given to nonverbal research and analysis.

CAVEAT: No graduate credit will be awarded if COM4407 has been successfully completed.

COM5445 Public Relations

The course presents issues related to the ways individuals and organizations represent themselves to their respective audiences. Public relations are defined, described as a communication function within the organization, integrated within the organization, and described in terms of contributions to the organization.

CAVEAT: No graduate credit will be awarded if COM4445 has been successfully completed.

COM5469 Managerial Communication

The course explores the relationship between management and communications, providing the students with the tools to improve their organizational communication skills. Topics include effective application of managerial and communication skills, motivational theories, and the importance of communication skills in a changing environment.

CAVEAT: No graduate credit will be awarded if COM 3469 has been successfully completed.