

# CORPORATE COMMUNICATION AND BRANDING, CERTIFICATE

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## Curriculum

To earn a certificate, students must complete the following four courses:

Course	Title
COMM_ST 261-DL	Introduction to Corporate Strategic Communication
COMM_ST 395-DL	Topics in Communication Studies (Crisis Communication)
MKTG 320-DL	Brand Management
MKTG 370-DL	Introduction to Public Relations