

CORPORATE COMMUNICATION AND BRANDING

In this certificate, students will learn writing and presentation skills to create narratives and messaging for diverse formats, be able to explain the power of branding and brand management, apply public relations strategies to promote and sustain brands to a variety of stakeholders, and learn to collaborate with teams to address organizational goals and challenges.

- Corporate Communication and Branding, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/corporate-communication/corporate-communication-certificate/>)