

CORPORATE COMMUNICATION AND BRANDING

SPS Certificate website: <https://sps.northwestern.edu/undergraduate-certificate/corporate-communication-and-branding> (<https://sps.northwestern.edu/undergraduate-certificate/corporate-communication-and-branding/>)

The Corporate Communication and Branding certificate equips students with the versatile, dynamic writing and verbal skills needed to communicate to various stakeholders and audiences. Through courses in corporate and crisis communication, public relations, and brand management, professionals develop strategies to create effective organizational messaging in diverse formats and contexts and to apply public relations strategies that can advance brands and companies.

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