The Manship School of Mass Communication at Louisiana State University offers a tradition of excellence and a certificate program to jumpstart your career in strategic communication.

An Efficient Educational Opportunity
Our Graduate Certificate in Strategic Communication packs essential skills for designing, implementing and managing strategic communication campaigns in five classes (15 credit hours). The program emphasizes the fundamentals of strategic communication and promotional tools geared for our increasingly connected and digital information environment. The certificate is especially useful for professionals considering public relations or advertising jobs and those who need new digital skills.

Excellence: One of the Country’s Strongest Programs
The certificate program builds on the Manship School’s nationally recognized expertise in media and public affairs. It allows students to specialize in health and science communication, politics, issue advocacy, social media, and other specific interests.

National experts from the Accrediting Council on Education in Journalism and Mass Communication recently rated the Manship School in “the ranks of the country’s strongest programs” and praised our “healthy blend of academic and professional credentials.”
Strategic Communication Graduate Coursework
Core courses in the Certificate program develop your skills and knowledge using traditional and new media to promote goods and services, brands or good causes. These classes include The Foundations of Strategic Communication, Strategic Communication Campaigns and Media Systems: Policy & Technology. Students also take two electives tailored to their interests, such as Health & Science Communication, Crisis Communication, Political Communication Writing and Visual Communication.

Admissions
Applicants submit a statement of purpose, resume, writing sample and transcripts from all prior universities or colleges attended. We need recommendation letters from three people familiar with your academic and/or professional work. Applicants with an overall undergraduate GPA of 3.4 or higher and one year of relevant professional experience may request a waiver for our Graduate Record Exam (GRE) requirement. We require international students to take the TOEFL or similar exam. The Manship School considers fall semester certificate applications through July 31. Spring semester applicants must submit materials by November 30 of the prior year.

Contacts & Links
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Manship School website: www.manship.lsu.edu
LSU Graduate School application: www.lsu.edu/graduateschool/apply/

Dr. Jinx Broussard lectures students on the importance of quality public relations in every setting.