GLOBAL AND CULTURAL COMMUNICATION CERTIFICATE

Certificate Overview

Designed for students interested in branding and communications careers around the globe, the Global and Multicultural Communication Certificate prepares students to lead strategic initiatives for multinational companies, organizations and NGOs. Students take foundation courses in global branding and multicultural communication. They customize their learning by selecting from a menu of hands-on elective courses on topics like data visualization and crisis communication.

Certificate Requirements

- Maintain a cumulative and JMC GPA of 2.25
- If pursuing more than one SJMC certificate, students must take all eight prescribed electives.

Code	Title	Hours
JMC 080	FOUNDATIONS OF STRATEGIC COMM	3
JMC 153	BUSINESS UNUSUAL	3
JMC 154	GLOBAL BRAND STRATEGY	3
Select six of the following:		6
JMC 162	EVENT PLANNING AND MANAGEMENT	
JMC 164	CRISIS COMM & ISSUES MGMT	
JMC 165	FINANCIAL COMM & INVESTOR REL	
JMC 166	LEADING WITH EFFECTIVE COMM	
JMC 167	POLLS & PUBLIC OPINION IN COMM	
JMC 169	DATA AND VISUAL STORYTELLING	
JMC 170	PRINCIPLES OF CUSTOMER RLTNS	
JMC 174	INTERNAL COMMUNICATIONS MGMT	
Total Hours		**15**