

Latino Communication Leadership gr-cert

Graduate Certificate 18 Credit Hours

This program is offered by the School of Communications. It is only available at the metropolitan campuses in Orlando, along with hybrid course offerings at the St. Louis home campus. To qualify for this certificate program, students must be enrolled for in-person classroom offerings or hybrid courses at one of those three locations.

For information on the general requirements for a certificate, see Certificate Program Policies and Procedures under the Academic Policies section of this catalog.

Program Description

The certificate in Latino communication leadership introduces students to the fundamental courses that are part of the master of arts (MA) in communications management. All course work completed as part of the Latino communication leadership certificate may be applied toward that degree. This certificate program will provide students with the fundamentals necessary to advance into management positions in various types of media organizations, with a special eye to providing students with experience and expertise on communication needs of the Latino community. Students seeking to advance into managerial positions in communication firms, especially organizations working in Latino communities, would benefit from this curricular program.

Learning Outcomes

Successful graduates of this certificate program will be able to:

- Manage projects within a communications framework.
- Communicate more effectively with upper-level management.
- Work effectively in a business environment.
- Present solutions to communications problems.
- Work with and manage creative and technical experts.
- Adapt and integrate new skills as technologies change.

Requirements

Students must complete 18 credit hours of course work, including all of the following courses:

- MEDC 5000 Media Communications (3 hours)
- MEDC 5300 Strategic Communications (3 hours)
- MEDC 5360 International Communications (3 hours)
- MEDC 5550 Topics in Media Communications (3 hours)
- INTB 5000 International Business (3 hours)
- PBRL 5323 Organizational Communications (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/ apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119