

COMMUNICATIONS 360 CERTIFICATE

Program Description

Communication is one of the most important skills in business. Effectively articulating your ideas enables you to drive initiatives forward, motivate teams, and accurately represent the goals of your organization. In today's world, communication goes well beyond a conversation. Whether you are preparing a presentation, sending a quick email, or navigating a crisis, mastering your communication approach is critical.

Throughout this program, you will review the foundations of effective verbal and written communication in a variety of business settings and scenarios. Building on those foundations, you will develop your ability to use persuasion when addressing audiences through planned speeches, writing, or presentations, as well as during unscripted situations such as impromptu discussions. No matter what your key message is, this certificate program will prepare you to build a career in the increasingly important function of communications.

For the best experience in this program it is recommended to take these courses in the order that they appear.

This program includes a year of free access to **Symposium!** These events feature several days of live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore the most pressing leadership topics. Symposium events are held several times throughout the year. Once enrolled in your program, you will receive information about upcoming events.

Throughout the year, you may participate in as many sessions as you wish. Attending Symposium sessions is not required to successfully complete the certificate program.

Key Takeaways

- Adapt your written communication to achieve your goals in complex and challenging professional situations
- Effectively communicate your ideas through professional PowerPoint presentations and reading deck reports
- Convey ideas in writing clearly and persuasively to achieve results
- Clearly, succinctly, and powerfully deliver a specific message in both scripted and unscripted settings to gain influence in the workplace
- Communicate effectively, efficiently, and empathetically with different cultures in the workplace
- Engage the media with confidence, comfort, and control while promoting your story
- Create a communication plan to support organizational change
- Communicate during a crisis to maintain or rebuild organizational reputation

What You'll Earn

- Communications 360 Certificate from Cornell SC Johnson College of Business
- 140 Professional Development Hours (14 CEUs)
- 10-18 Professional Development Units (PDUs) toward PMI recertification

- 30 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 30 Credit hours towards HRCI recertification

Who Should Enroll

- Individual contributors
- Managers
- Executives
- Public relations professionals
- Communications professionals
- Entrepreneurs

Total Investment

- 7 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Communications 360 Certificate (<https://ecornell.cornell.edu/certificates/financial-management/communications-360/>).

Code	Title	Hours
Business Communications Electives		
eCornell LSM701	Building Compelling Slide Decks and Reports	0
eCornell LSM702	Business Writing Fundamentals	0
eCornell LSM703	Advanced Business Writing	0
eCornell LSM704	Persuasive Writing	0
eCornell LSM706	Cross-Cultural Communication	0
Persuasive Communication Electives		
eCornell JCB421	Persuasion	0
eCornell LSM705	Impactful Unscripted Communication	0
eCornell LSM588	Planning and Delivering Effective Presentations	0
eCornell ILR501	Mediation for Managers	0
Corporate Communication Electives		
ECORNELL SHA711		
eCornell SHA712	Crisis Communication Planning	0
Elective Courses		
eCornell LSM707	Communicating with the Media	0
eCornell LSM708	Strategic PR Planning	0
eCornell LSM709	Hiring and Managing PR Agencies	0
eCornell LSM597	Navigating Power Relationships	0