

COMMUNICATION AND ADVOCACY - GRADUATE CERTIFICATE

College of Communication and Information
 School of Communication Studies
 www.kent.edu/comm

About This Program

The Communication and Advocacy graduate certificate meets the growing opportunity to tackle emerging advocacy needs. Students learn to communicate with diverse allies across digital and physical platforms; engage and motivate audiences by clearly, consistently and creatively telling stories worth sharing; and approach advocacy challenges from health, organizational, intercultural, intergroup, global, mediated and persuasion contexts. Read more...

Contact Information

- School Director: **Paul Haridakis** | comm@kent.edu | 330-672-2659
- Connect with an Admissions Counselor: U.S. Student | International Student

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Social and community service managers

- 17.0% much faster than the average
- 175,500 number of jobs
- \$69,600 potential earnings

Public relations and fundraising managers

- 9.2% much faster than the average
- 88,000 number of jobs
- \$118,430 potential earnings

Advertising and promotions managers

- -1.1% decline
- 28,600 number of jobs
- \$133,460 potential earnings

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

For more information about graduate admissions, visit the graduate admission website. For more information on international admissions, visit the international admission website.

Admission Requirements

- Bachelor's degree from an accredited college or university
- Minimum 2.750 undergraduate GPA on a 4.000-point scale
- Official transcript(s)
- Goal Statement
- Sample of scholarly writing
- Three letters of recommendation
- English language proficiency - all international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning one of the following:
 - Minimum 587 TOEFL PBT score
 - Minimum 94 TOEFL IBT score
 - Minimum 82 MELAB score
 - Minimum 7.0 IELTS score
 - Minimum 65 PTE score
 - Minimum 110 Duolingo English score

Application Deadlines

- **Fall Semester**
 - Application deadline: April 15
- **Spring Semester**
 - Application deadline: November 15

Applications submitted after these deadlines will be considered on a space-available basis.

Program Requirements

Certificate Requirements

| Code | Title | Credit Hours |
|---|--|--------------|
| Certificate Requirements | | |
| COMM 65000 | FOUNDATIONS OF COMMUNICATION AND ADVOCACY | 3 |
| Certificate Electives, choose from the following: | | 9 |
| COMM 65070 | SOCIAL INFLUENCE | |
| COMM 65662 | MEDIA EFFECTS | |
| COMM 65686 | GLOBAL CULTURES, INTERGROUP COMMUNICATION AND IDENTITIES | |
| COMM 65851 | ORGANIZATIONAL COMMUNICATION | |
| COMM 66501 | HEALTH COMMUNICATION | |

Minimum Total Credit Hours: 12

Graduation Requirements

| Minimum Certificate GPA | Minimum Overall GPA |
|-------------------------|---------------------|
| 3.000 | 3.000 |

Program Learning Outcomes

Graduates of this program will be able to:

1. Incorporate theories from the field of communication to address advocacy challenges.

2. Identify advocacy intervention strategies for a variety of target audiences.
3. Assess communication needs and evaluate advocacy intervention efficacy.

Full Description

The Communication and Advocacy graduate certificate provides communication professionals and recent graduates the skills and understanding to tackle emerging advocacy needs. Students learn to communicate with diverse allies across digital and physical platforms; engage and motivate audiences by clearly, consistently and creatively telling stories worth sharing; and approach advocacy challenges from health, organizational, intercultural, intergroup, global, mediated and persuasion contexts.

Certificate graduates will have the practical skills to respond to the dynamism that defines contemporary society. Based on current employment statistics and forecasts, the Communication the Advocacy certificate will position graduates for career advancement in multiple employment sectors.