

# Strategic Communication Management

**SPECIALIZED STUDIES  
PROGRAM**



# Program Overview



Today's world of communication is continuously expanding, and professionals from virtually every industry need the critical skills and knowledge base to manage a broad range of communication strategies within their organizations.

Whether you're currently in a leadership position or you're ready to advance your career, the fully online program Strategic Communication Management Specialized Studies will prepare you for success by increasing your knowledge of a variety of modern communication tools and channels and how to use them effectively.

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## PROGRAM BENEFITS

- Develop and articulate organization-wide communications strategies
- Learn to be a change agent
- Effectively execute communications strategies
- Enhance critical thinking about all aspects of communication
- Examine role of stakeholders, storytelling, research, and digital strategy in communication

## WHO SHOULD ATTEND

- Mid- to upper-level managers who currently (or aspire to) lead their companies
- Professionals who wish to advance to a management role

## ON-SITE TRAINING

Bring this program to your workplace. Through Corporate Training, we can deliver this program or customize one that fits your company's specific needs. Visit [ce.uci.edu/corporate](http://ce.uci.edu/corporate) or call (949) 824-1847 for information.

## FREE WEBINARS

Free webinars are offered several times a year and are packed with information about the Strategic Communication Management program, courses being offered in upcoming quarters, and industry tips and trends. Visit [ce.uci.edu/events](http://ce.uci.edu/events) to view the webinar schedule, enroll in an upcoming free event or view previous webinar recordings.

## SPECIALIZED STUDIES REQUIREMENTS

A specialized studies certificate is awarded upon successful completion of 5 required courses totaling 9 units. Students must earn a letter grade of "C" or better in each course in order to be eligible for the specialized studies. Upon completion of requirements, submit a Request for Specialized Studies with a non-refundable fee of \$35. Students not pursuing a specialized studies award are welcome to take as many individual courses as they wish.

## ADVISORY COMMITTEE

**Najla DeBow**, System Manager of Talent Acquisition, St. Joseph Health System

**Lorna Larson**, Sr. Director, Human Resources, Peregrine Pharmaceuticals, Inc.

**Sarah Neely**, CEO, Orange Door Consulting

**Katherine Sauls**, Director of Human Resources, Events and Travel, In-N-Out Burger

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**FOR CLASS SCHEDULE, VISIT:  
[CE.UCI.EDU/STRATCOMM](http://CE.UCI.EDU/STRATCOMM)**

# Required Courses



## **Leading Successful Organizational Change**

MGMT X456.71 (1.5 units)

Managing change in an organization is a dynamic process. Effective change maximizes the alignment between an organization's strategies, structure, systems, and culture. Change requires an understanding of the systemic interrelationships between these factors. It also requires looking at how changes in one can affect another factor. This course focuses on planning and implementing change in organizations, with an emphasis on the role of leadership within an organization. Participants examine the role of leadership and the competencies and skills required of individuals who initiate, manage, and are affected by change.

## **Modern Business Writing**

MGMT X446.4 (2.5 units)

Effective writing is a powerful tool in the business environment. Learn how to articulate your thoughts and engage your audience with clear and concise language. Improve your skill at using this powerful instrument by learning to select and use appropriate formats, use the correct medium, and adjust your writing style accordingly. You will also learn to spot, avoid, and correct the most common writing pitfalls and gain valuable experience analyzing, writing, and revising a complete spectrum of business documents. From a simple interoffice memo to a business report, you will have the opportunity to learn how to put good writing to work for you.

## **Communication in a Diverse and Changing Workplace**

MGMT X487 (2 units)

In today's fast-paced business environment, employees at all levels find themselves being asked to handle more tasks, meet more deadlines, take on more responsibilities, and adapt to more change. Added to these challenges is the constantly shifting diversity of the workplace, where coworkers cope with generational, gender, age and cultural differences. Communication, both verbal and nonverbal, is at the foundation of everything we do and say, and is especially important in the modern workplace. The good news is that communication is a learned skill that with the right training, can be enhanced. The focus of this course is to heighten students' awareness of workplace communication, and add new interpersonal skills, with the end-result of becoming a more competent

communicator overall. Target areas include; the process and functions of communication, behavioral patterns, perceptions as reality, verbal and nonverbal cues and behaviors, confidence, assertiveness, tact, anger management, criticism and constructive feedback, conflict resolution, team building, leadership, interviewing, and communicating with technology (email, skype, texting, etc.).

## **Presentation Skills**

MGMT X457.12 (1.5 units)

The ability to communicate effectively in a professional or personal setting is a valuable asset. To convey ideas and persuade a person or audience that a product, service, or idea is best suited for their needs, it is essential to speak articulately. In addition, for a client-based audience, it is imperative to be organized and skilled at expressing ideas and opinions to co-workers, employers and professional peers. Throughout the course, participants will be required to give presentations, actively participate in virtual class discussions, engage in interactive exercises, and critique peers on their journey to create compelling presentations. The course provides opportunities to build confidence in front of an audience, tackle impromptu speaking, and learn how to use your voice as a powerful tool. Students will also learn to organize content to connect with the audience and deliver a powerful message by using visual aids and becoming cognizant of the impression made through body language, posture, and eye contact.

## **Presenting Powerful Business Analytics**

MGMT X481.75 (1.5 units)

With "big data" becoming bigger by the day, analytics and the ability to capture, analyze and effectively communicate the most important information is arguably becoming a greater challenge than capturing data itself. A great divide exists between those who capture and analyze data and those who utilize the data for strategic decision-making. This course focuses on how to effectively communicate data within the organization by extracting and capturing the most valuable information needed. Topics also include how to become an effective data storyteller in order to move people to make the right and best decisions. Participants will learn to choose effective visualization tools to present information with context, insight and interpretation, including building and presenting a business dashboard.



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**UCI** Division of  
Continuing Education

**[ce.uci.edu/stratcomm](https://ce.uci.edu/stratcomm)**

**FOR MORE INFORMATION:**

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