

BUSINESS COMMUNICATION AND DIGITAL STRATEGY (GRADUATE CERTIFICATE)

Description

The Graduate Certificate in Business Communication and Digital Strategy prepares professionals to lead in today's communication-driven, digitally mediated organizations. Grounded in business strategy, leadership, communication theory, and digital practice, the program equips students to design persuasive, data-informed communication that advances organizational goals across channels and stakeholders. Students learn to analyze complex workplace challenges, craft strategic messages, and leverage contemporary digital tools to build trust, drive engagement, and support change in diverse professional contexts. Flexible, interdisciplinary, and career-focused, the certificate serves recent graduates and working professionals seeking to enhance their leadership potential, strengthen their digital and business communication skills, and create more innovative workplaces.

Requirements

Certificate Requirements

- Graduate credit is only granted for courses completed with a grade of B- or higher.
- Minimum GPA requirement: 3.0

Code	Title	Credits
Required Courses		
COM 800	Foundations of Organizational Communication	3
COM 810	Business and Strategic Communication	3
COM 830	Digital Strategy in Communication	3
LD 804	Leading Teams	3
or LD 823	Emergence of a Strategic Leader	
or LD 831	Conflict Management & Negotiation	
Total Credits		12

Accelerated Master's

Accelerated Graduate Certificate Overview

Accelerated graduate programs offer qualified University of New Hampshire undergraduate students the opportunity to begin graduate coursework in select graduate programs while completing a bachelor's degree. Accelerated graduate certificate programs are designed to provide students with an efficient and cost-effective pathway to earn both a bachelor's and graduate certificate, enhancing career opportunities and long-term earning potential.

Accelerated Graduate Certificate Highlights

- Begin studying advanced topics while an undergraduate student with the opportunity to complete a graduate certificate or master's degree early.
- Graduate certificate program students: Earn up to 8* graduate (800-level) course credits while completing a bachelor's degree. This

coursework will count as dual-credit toward both the bachelor's degree and the graduate certificate.

- Students complete the bachelor's degree, and then officially matriculate into the graduate certificate program to complete the remaining required graduate-level coursework.

*Some exceptions apply.

Accelerated Program Admission Requirements

- A minimum 3.2 cumulative GPA is required.*
- A minimum of 90 undergraduate credits must be completed prior to enrolling in graduate (800-level) courses.
- Streamlined Graduate School Application (two letters of recommendation; most standardized tests and application fee are waived).*

*Some exceptions apply.

Accelerated Program Requirements

- Students must attend a mandatory orientation session.
- Students must submit a special registration form each semester for dual-credit courses and note any DegreeWorks exceptions.
- Students may defer graduate matriculation for up to one year after earning their bachelor's degree in most programs.
- See the [Accelerated Master's Catalog Policy](#) and [Accelerated Master's Website](#) for additional information and a list of programs. Note that some programs have additional requirements (e.g. higher-grade expectations) compared to the general policy.

Business Communication and Digital Strategy (Graduate Certificate) Accelerated Option

This graduate program is approved to be taken on an accelerated basis in articulation with the following undergraduate program(s):

Code	Title	Credits
Professional Communication: Business and Strategic Communication Option (B.S.)		
Professional Communication: Interpersonal and Organizational Communication Option (B.S.)		
Professional Communication: Visual Communication and Social Media Option (B.S.)		
Students select two courses from the following approved 800-level courses that can be completed in the undergraduate senior year for dual credit:		
COM 800	Foundations of Organizational Communication	3
COM 810	Business and Strategic Communication	3
LD 804	Leading Teams	3
LD 823	Emergence of a Strategic Leader	3
LD 831	Conflict Management & Negotiation	3

If students wish to pursue a different AM pathway into the Business Communication and Digital Strategy graduate certificate program, special permission from the undergraduate program director and graduate certificate program coordinator is required.

Student Learning Outcomes

Program Learning Outcomes

Students will have the opportunity to:

- Analyze complex organizational challenges and stakeholder needs to design strategic business and digital communication responses that advance clear, measurable goals.

- Create persuasive, audience-centered messages across oral, written, visual, and digital channels designed to build trust, strengthen relationships, and support organizational change.
- Integrate business strategy, communication theory, and contemporary digital tools to design communication initiatives, plan for their implementation, and develop evaluation methods that measure their effectiveness in diverse professional contexts.
- Develop leadership frameworks informed by professional ethical codes and evidence-based practice that foster inclusion, support collaboration across disciplines and roles, and contribute to adaptive, impact-driven workplaces.