

# Stackable Certificate Programs, Communication Studies

Stackable graduate certificates are available to degree-seeking and non-degree-seeking graduate students. Some stackable certificates may be awarded following completion of program requirements, while others require simultaneous awarding of the graduate certificate and a graduate degree.

See the [Stackable Certificates](#) section of this catalog for additional information and policies related to stackable certificates.

The graduate program for this catalog section offers the following stackable certificate programs. To see a full list of graduate certificates offered at the University, please see the [Graduate Study](#) section of the *Graduate Catalog*.

## Communication Studies: Communication and Leadership

The Communication Studies: Communication and Leadership graduate stackable certificate is designed for post-baccalaureate, degree or non-degree seeking students who desire to bolster their communication skills, strengthen their effectiveness as leaders, and thus increase their marketability. The program requires completion of five courses (15 semester credit hours) of coursework, all offered in person. The stackable graduate certificate will be offered in accordance with university policies and procedures that govern non-formula-funded (Option III) academic programs.

| Requirements |                                                                                    | Hours |
|--------------|------------------------------------------------------------------------------------|-------|
| CMS 395C     | Topics in Strategic Communication (Topic 8: Managing Change through Communication) | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 9: Communication and Leadership )         | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 10: Crisis Communication )                | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 11: Conflict and Negotiation )            | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 12: Leadership in the Social World)       | 3     |
| Total Hours  |                                                                                    | 15    |

## Communication Studies: Strategic Communication

The Communication Studies: Strategic Communication stackable graduate certificate is designed for post-baccalaureate, non-degree seeking students who seek to bolster their communication skills and increase their marketability. The program requires completion of five courses (15 semester credit hours of coursework), all offered in a face-to-face format on the UT Austin campus. The stackable graduate certificate will be offered in accordance with University policies and procedures that govern non-formula-funded (Option III) academic programs.

| Requirements |                                                                                         | Hours |
|--------------|-----------------------------------------------------------------------------------------|-------|
| CMS 395C     | Topics in Strategic Communication (Topic 1: Persuasion, Advocacy, and Social Influence) | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 2: The Art and Science of Social Media)        | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 3: Communicating for Careers)                  | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 4: Team Building)                              | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 5: Resisting Stereotyping and Prejudice)       | 3     |
| Total Hours  |                                                                                         | 15    |

## Communication Studies: Sports Communication

The Communication Studies: Sports Communication graduate stackable certificate is designed for post-baccalaureate, degree or non-degree seeking students who desire to gain the competencies they need to interact effectively with others in the increasingly complex, diverse sports industry. The program requires completion of five courses (15 semester credit hours) of coursework, all offered in person. The stackable graduate certificate will be offered in accordance with university policies and procedures that govern non-formula-funded (Option III) academic programs.

| Requirements |                                                                                             | Hours |
|--------------|---------------------------------------------------------------------------------------------|-------|
| CMS 395S     | Topics in Sport Communication (Topic 1: Sports Audio and Video Storytelling)                | 3     |
| CMS 395S     | Topics in Sport Communication (Topic 2: Political and Crisis Communication in Sports Media) | 3     |
| CMS 395S     | Topics in Sport Communication (Topic 3: Negotiation in Sports)                              | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 6: Personal Identity Branding)                     | 3     |
| CMS 395C     | Topics in Strategic Communication (Topic 7: Social Media Strategies)                        | 3     |
| Total Hours  |                                                                                             | 15    |