

GRADUATE CERTIFICATE IN **COMMUNICATION TRAINING AND CONSULTING**

- ✓ Learn how communication functions in organizations.
- ✓ Develop, deliver and assess communication training and development programs effectively.
- ✓ Explain and predict communication effectiveness in organizations through communication theories.
- ✓ Enhance communication skills and competencies in organizations.

GRADUATE CERTIFICATE IN **MEDIA RELATIONS AND STRATEGIC COMMUNICATION**

- ✓ Learn how to develop, critique and deliver effective media campaigns.
- ✓ Use targeted messages to accomplish strategic influence.
- ✓ Understand and appreciate the role media play in a variety of social, health, organizational, educational and political settings.
- ✓ Apply communication theories to enhance the effectiveness of media campaigns.

INFORMATIONAL SESSIONS

Tuesday, November 3

Wednesday, November 4

5:30 p.m.-7 p.m.

**At the UTPA McAllen Teaching Site
1800 South Main Street
Suite 1100
McAllen, TX**

Main Place Shopping Center adjacent to La Plaza Mall

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The Graduate School

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