



COMMUNICATE MORE EFFECTIVELY WITH A



CERTIFICATE IN BUSINESS COMMUNICATIONS

PLACE ORGANIZATION NAME HERE

WHY EARN A CERTIFICATE IN BUSINESS COMMUNICATIONS?

Communicating clearly and concisely in written and oral formats is critical to your professional success and highly prized in most organizations. From organizing and structuring your ideas to designing the PowerPoint slides that will best complement them, the tools and techniques in this certificate will help you create speeches, presentations, and workplace documents that inform and persuade any audience.

WHAT WILL I LEARN?

Completing our online business communications certificate prepares you to:

- Understand elements in the communications process and identify the factors in interpersonal communication
- Recognize the role of the audience in effective communication and the importance of understanding their needs
- Organize your communications and presentations
- Describe the seven stages of giving a speech or presentation
- Understand the success factors for face-to-face presentations
- Modify communication strategies to be successful in small and large groups
- Document a meeting and distribute meeting minutes as appropriate
- Recognize when it's appropriate to use an email, a memo, or a letter
- Prepare for, moderate, and follow up after a meeting to ensure effective use of organizational resources

For more information and a complete list of courses, visit:

Place Your Website URL Here

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CAREER PATHS

The U.S. Bureau of Labor Statistics (BLS) expects that overall employment of Communication occupations is projected to grow about as fast as the average for all occupations from 2023 to 2033. About 109,500 openings are projected each year, on average, over the decade. Common career paths or growth opportunities in business communications include:

Communications Managers

A communications manager is responsible for managing an organization's internal and external communications to promote its brand, mission, and products. They also ensure that the organization's messages are conveyed effectively and consistently across all communication channels and that the organization's image remains positive. These managers foster and maintain positive communications and relationships with organizational stakeholders.

Public Relations Specialists

Public relations specialists create and maintain positive public images for the individuals or organizations that they represent. They assess a client's public image and help them communicate more effectively with the public. Public relations specialists craft multiple forms of communication and distribute them through selected media channels to shape public perception, respond to inquiries, and increase awareness of their clients' work and goals.

Communications Coordinators

Communication coordinators execute an organization's communication strategies. They are primarily responsible for creating and disseminating messages with internal and external stakeholders, especially communications between departments, leaders, and teams. Communications coordinators also oversee the creation of promotional materials to develop a brand identity and provide support in areas such as marketing, advertising, and media relations.

The Certificate in Business Communications is available 100% online.

The courses included in this certificate carry:

PMI PDUs | IACET CEUs | HRCI Credits | ATD CI Credits | SHRM PDCs

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