

# COMMUNICATION LEADERSHIP CERTIFICATE

## Overview

The Communication Leadership Certificate combines important two workplace constructs—communication and leadership, which will help employees move from lower levels to management positions.

Students who complete this 12-credit certificate may apply credits to a future master’s program, providing them with not only a certificate, but also a headstart on a graduate degree.

## Certificate Offered

- Communication Leadership

## Contact

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### Program Website:

**Associated Department:** Department of Communication, Journalism, and Media

## Related Programs

- Business Communication M.A. (<https://www.rider.edu/academics/colleges-schools/college-liberal-arts-education-science/liberal-arts-programs/buscom/>)

## Communication Leadership Certificate Requirements

(12 credits)

Code	Title	Credits
<b>Required Course:</b>		
LEAD 500	The Practice of Leadership	3
<b>Select one of the following:</b>		<b>3</b>
LEAD 510	Organizations: Design and Dynamics	
LEAD 511	Facilitating Culture and Process Change in Organizations	
LEAD 531	Developing The Human Side of Organizations	
LEAD 532	Program Design for Training and Development in Organizations	
<b>Select 6 credits from the following:</b>		<b>6</b>
COMM 503	Crisis Communication	
	or COMM 559 Communicating Crises in Health	
COMM 507	Presentation Strategies (1.5 credits)	
COMM 510	Theory and Practice of Negotiations	
COMM 520	Social Media Planning	
COMM 554	Effective Group Communication (1.5 credits)	
COMM 560	Communication Issues for Leaders	

COMM 564	Communication and Diversity in the Workplace	
Total Credits		12

## Courses and Descriptions

### COMM 503 Crisis Communication 3 Credits

Crises can bring harm to an organization’s brand and threaten its reputation. Knowing how to anticipate and plan for problems and challenges, and knowing how to manage a crisis if it does strike, are key factors in effective crisis communication. Students will develop theoretical knowledge of issues management and crisis communication and, through case studies and hands-on assignments, will learn to think strategically about importance of public opinion, the role of the media and social media in a crisis, how to develop effective crisis-related messages, and learn how to evaluate crisis responses.

### COMM 507 Presentation Strategies 1.5 Credits

This course develops the ability to create presentations for targeted audiences. Students will gain competency in preparing purposeful messaging and incorporating visual presentation tools, with a goal of delivering impactful professional presentations that achieve results. The course will focus on developing the knowledge and skills to influence and inspire internal and external constituencies, which is a key part of communication practitioners’ jobs.

### COMM 510 Theory and Practice of Negotiations 3 Credits

This course provides students with the theory and skills required to be effective negotiators. Students will learn how to prepare for and participate in negotiations by applying various strategies and tactics. This course will be evenly split between theoretical lecture/discussion and practical application / skill development, including in-class simulations.

### COMM 520 Social Media Planning 3 Credits

Social media has changed the way that organizations communicate with their various audiences blurring the lines of public relations, marketing and customer service. Communication professionals must be able to think strategically across all social media platforms to effectively define their brand, speak in an authentic voice and build relationships. Through case study analyses, best-practices research and hands-on assignments, students will learn how to strategically plan a social media campaign through research, content development and curation, and evaluation using meaningful metric analysis.

### COMM 554 Effective Group Communication 1.5 Credits

Encompasses the study of individual and group behavior in the workplace. Emphasis is placed on individual behavior and group dynamics, application of current group theories, effective group communication, and effective leadership/followership skills. A comprehensive review of these processes, as well as others, will allow students to examine their role in groups as well as teams.

### COMM 559 Communicating Crises in Health 3 Credits

In the health setting, multiple events can be considered a crisis: the outbreak of a disease, contamination of food, a natural disaster, and more. The response to a crisis can have a significant, long-lasting impact on the organization’s reputation. The development of a crisis plan, which sets forth guidelines for an organization’s response to a crisis and involves multiple steps, can be completed before any events occur and can significantly affect the way an organization handles a crisis. This class explores the types of crises that occur in health communication, the factors involved in a crisis, the development of a crisis plan, and the effects of a crisis on an organization.

**COMM 560 Communication Issues for Leaders 3 Credits**

Focuses on analysis of contemporary issues that highlight the necessity of effective communication for those in a leadership position. Through analysis and discussion of historical and current challenges faced by organizations, students will learn to recognize how effective leaders apply successful communication strategies. Case studies will also explore the effect that poor communication choices have had on organizations. Emphasis will be placed on discussion, research, and presentation.

**COMM 564 Communication and Diversity in the Workplace 3 Credits**

The culture of work, like society, is multicultural. More than ever, today's organizational leaders, including CEOs, managers and supervisors, must understand how to use diversity and cultural communication principles and strategies to effectively nurture and promote a culturally diverse workforce. This course helps organizational leaders understand how gender, ethnic, religious, and other social and cultural differences affect the workplace, and how to effectively harness those differences towards maintaining a workplace that promotes good employee relationship, and ultimately, good productivity for the organization.

**LEAD 500 The Practice of Leadership 3 Credits**

This course allows students to gain an understanding of the practice of leadership and how they can develop as leaders. Students will explore leadership models, creativity in organizations, and approaches to decision making as they begin to form their own leadership philosophy.

**LEAD 510 Organizations: Design and Dynamics 3 Credits**

This course will provide students with foundational knowledge in the area of organization studies. Students will gain insight into organizational structure and how it affects interdepartmental behaviors, communication and work flow. The course emphasizes how organizational environment and culture generate and reinforce the way organizational systems work and how leaders operate within these organizational contexts.

**LEAD 511 Facilitating Culture and Process Change in Organizations 3 Credits**

Organizational culture and existing processes can enable productive and effective environments, or they can be barriers to carrying out the central missions of corporations, not-for-profits, governmental or educational institutions. For organizations to thrive and survive in the future they must be able to change and develop rapidly. This course provides a working knowledge of the key theories and practices necessary to be an effective change agent. Students develop skills in diagnosis, design of interventions and strategies for communicating change.

**Prerequisite(s):** LEAD 510 or concurrent with LEAD 510.

**LEAD 531 Developing The Human Side of Organizations 3 Credits**

This course examines Strategic Human Resources Management (SHRM) within today's organizations, and is designed to provide students with a comprehensive understanding of SHRM practices from a systemic and strategic perspective. Students learn approaches leaders use to recruit, select, evaluate, and develop employees and strategies to create a positive work environment.

**Prerequisite(s):** LEAD 510 or concurrent with LEAD 510.

**LEAD 532 Program Design for Training and Development in Organizations 3 Credits**

This course provides a full circle approach to workforce training and development that is applicable to professionals in human resources, organizational development, or other leaders who see themselves as trainers, mentors and coaches. The course is designed for students to explore "real world" applications for programs, services and operations in a training environment, and covers key principles such as adult learning theory, facilitation skills, curriculum development, needs assessment, training methodology and techniques, resources and constraints, as well as learning how to evaluate and improve the efficacy of training programs.

**Prerequisite(s):** LEAD 510 or concurrent with LEAD 510.