

Strategic Communication Management

Ithaca College Online Professional Certificate Program in Partnership with National Association of Government Communicators

Today more than ever, professionals in government communications are challenged to:

- more effectively manage projects and teams
- build your professional "brand", leadership style and coalitions
- assess and adopt new technologies and techniques for organizational learning and communication
- pitch and show value for communication or performance system projects and infrastructures

The National Association of Government Communicators has partnered with Ithaca College to offer NAGC members the full benefits of Ithaca's networked learning model:

- online and asynchronous for anywhere, anytime participation to fit your busy schedule
- networking with peers
- instruction led by experts in the field,
- immediate application of what you learn to real world challenges
- contemporary resources designed to meet your critical responsibilities
- earn the certificate by completing four, two-week seminars requiring 10 -12 hours of participation in readings, case studies, discussions and work related projects
- NAGC members receive a fee discount when they enroll in the certificate program
- easy, online enrollment

Visit www.ithaca.edu/certificates to review the seminar offerings and schedule for the certificate in Strategic Communications Management and other IC professional programs. Learn why hundreds of professionals from US and international corporations, governments and universities choose Ithaca College for online professional development.

"I loved the flexibility this format offered, along with the short length of the course. It really did allow me to work at my own pace. Ithaca planned very well and provided great opportunities to network with others."

"Participating in these courses immediately helped me be more effective in my job."