



STRATEGIC COMMUNICATIONS CERTIFICATE

STRATEGIC COMMUNICATIONS CERTIFICATE PRESENTED BY CWR ACADEMY		
Module 1: Introduction to Strategic Communications	Recording Available	Live Online Class
1.1: Building the Framework of a Strategic Communication Plan	May 3	May 17: 2 ET / 11 PT
1.2: Setting and Achieving Goals and Measuring Success	May 17	May 31: 2 ET / 11 PT
1.3: Targeting Audiences	May 30	June 13: 2 ET / 11 PT
Module 2: Campaign Planning	Recording Available	Live Online Class
2.1: Creating an Editorial Calendar	June 13	June 27: 2 ET / 11 PT
2.2: Content Creating and Messaging	June 27	July 11: 2 ET / 11 PT
2.3: Getting Engagement Outside of Your Channels	July 11	July 25: 2 ET / 11 PT
Module 3: Evaluation/Metrics/Analytics	Recording Available	Live Online Class
3.1: Analytics and What You Do with Them	July 24	August 7: 2 ET / 11 PT
3.2: Focus Groups and Surveys	August 10	August 24: 2 ET / 11 PT
3.3: Guided Workshop/Peer Review of Strategic Communication Plan	[Live session only]	September 7: 2 ET / 11 PT

- Recorded presentations: 60 minutes
- Live classes: 30 minutes*

* - Course 3.3 (Guided Workshop / Peer Review of Strategic Communication Plan) includes a single 90-minute live session and no recorded presentation.