



# STRATEGIC COMMUNICATIONS CERTIFICATE

STRATEGIC COMMUNICATIONS CERTIFICATE PRESENTED BY CWR ACADEMY - 2024		
Module 1: Introduction to Strategic Communications	Recording Available	Live Online Class
1.1: Building the Framework of a Strategic Communication Plan	May 9	May 23: 2 ET / 11 PT
1.2: Setting and Achieving Goals and Measuring Success	May 22	June 5: 2 ET / 11 PT
1.3: Targeting Audiences	June 6	June 20: 2 ET / 11 PT
Module 2: Campaign Planning	Recording Available	Live Online Class
2.1: Creating an Editorial Calendar	June 27	July 11: 2 ET / 11 PT
2.2: Content Creating and Messaging	July 11	July 25: 2 ET / 11 PT
2.3: Getting Engagement Outside of Your Channels	July 25	August 8: 2 ET / 11 PT
Module 3: Evaluation/Metrics/Analytics	Recording Available	Live Online Class
3.1: Analytics and What You Do with Them	August 1	August 15: 2 ET / 11 PT
3.2: Focus Groups and Surveys	August 15	August 29: 2 ET / 11 PT
3.3: Guided Workshop/Peer Review of Strategic Communication Plan	[Live session only]	September 10: 2 ET / 11 PT

- Recorded presentations: 45-60 minutes
- Live classes: 30-45 minutes\*

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