



THE WAKE FOREST UNIVERSITY CERTIFICATE IN

Communication for Business Professionals

Effective Communication: An Essential for Professionals

The ability to effectively communicate has never been more critical in business than it is right now. Research shows today's professionals need to be skilled at communicating through a variety of channels (digital and non digital) and to an array of stakeholders (both internal and external).

- By 2020, there are projected to be 40 billion internet connected devices worldwide.
- The average American spends five hours daily on his/her smartphone.

Technology is critically impacting how we communicate and strategize. Adapting and meeting expectations demands effective communication. It's no longer just the role of the corporate communication team; it's an integral part of any business strategy.

The Certificate in Communication for Business

Professionals: Theory Meets Practice is offered at the WFU Charlotte Center for professionals who understand of the importance of communication in business and want to be at the forefront of strategic execution in their working environments. Program faculty are experienced communication professionals who have an extensive background in media and digital communications.

What you'll learn:

- Digital communication strategies
- How to leverage social networks for business
- How to effectively communicate change in the workplace
- Confident navigation of scandals and crises
- Practical persuasion and negotiation tactics

We invite you to visit our website for full certificate details and registration.



WAKE FOREST UNIVERSITY
CERTIFICATES
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