



University of Illinois at Urbana-Champaign Strategic Brand Communication Customizable Certificate

Program Description



The Department of Business Administration and the Charles H. Sandage Department of Advertising now offers a Customizable Certificate in Strategic Brand Communication. Students can tailor this certificate by choosing three Strategic Brand Communication courses (excluding SBC 512).

Admission Requirements

Admissions criteria is based upon an evaluation of each applicant's work and educational experience, undergraduate GPA, statement of purpose, English aptitude, and letters of recommendation.

Degree Requirements

Choose 3 Strategic Brand Communication courses:

SBC 501: Strategic Branding: Global Perspectives (2)

SBC 502: Essentials of Business Management (3)

SBC 503: Consumer Insights I (3)

SBC 505: Consumer Insights II (3)

SBC 506: Measurement and Evaluation (3)

SBC 509: Strategic Media Management (3)

SBC 511: Strategic Analytics & Data Visualization (2)

Program Contacts

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