

Strategic Communication for Uncertain Times Certificate

Certificate Overview

During difficult times consumers expect brands to take a stance and give back to the community. At a time characterized by political unrest and a global pandemic, organizations are met with new and dynamic challenges. Brands that cannot adapt to consumer expectations risk social media backlash, reduced patronage and boycotts. This program will provide professionals with the tools to examine how brands can respond in a dynamic environment, leveraging the last several years while looking into the future of strategic communication.

Taught by distinguished academic faculty and leading practitioners in the field of strategic communication, participants will learn how to respond to today's challenges and opportunities of operating in a global marketplace.

Administrators and staff alike who wish to refine their communications strategies and expand their existing knowledge can benefit from this program. The blueprints provided for the development of a comprehensive communication action plan will provide guidance for leaders and team members in any industry. Individuals in marketing, operations, and corporate leadership will bring these lessons learned back to their teams to develop the organization as a whole.

In partnership with:



Phoenix, Arizona



On Demand

2

Days

September 15 and 16, 2022

1

Course

Thunderbird School of Global Management
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U.S. News & World Report, 7 years, 2016-2022



Learning outcomes

- Identify the process through which media influences global culture and society, and create a plan of action for future media projects
- Examine the scope and complexity of brand communication to understand the determinants of brand evaluation and patronage and identify best practices for digital audience engagement during times of crisis
- Develop a stakeholder map for your organization, and identify the critical aspects of your “story” to create buy-in for clients, the media, and staff

Curriculum

- The New Branding Landscape
- Public Relations & Corporate Social Responsibility
- How Consumers View and Evaluate Brand Communications Enterprise Analytics and Big Data
- Crisis Management
- Crisis Scenario Workshop
- Having a Message Isn't Enough
- Action Plan Development

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