



3 门独立课程

Introduction to Corporate Communications

Internal Communications Framework

External Communications Channels



Mar 24, 2025

奕帆 周

已经完成了网络非学分专项课程

Corporate Communications

This Corporate Communication specialization was designed to help learners unlock the secrets of effective communication and build a strong, cohesive corporate culture. Certificate holders learned how to harness the power of transparency and storytelling to connect with their audience and foster collaboration within an organization. They also discovered how a well-crafted mission statement, values, and DEI initiatives can build a strong corporate culture. Finally, they learned how to promote their corporate brand, communicate effectively with media and investor relations, and leverage social media to encourage two-way communication with customers and foster a sense of community around their brand.

Chris Ruoff, MBA

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

此证书的认证地址:

<https://coursera.org/verify/specialization/2BFFK50J5N4H>