

Graduate Certificate: Collaborative Community Leadership

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Why Pair this Certificate with Reputation Management?

In *Reputation Management*, Liehr-Gobbers and Storck (2011) note:

“If reputation is the key driver of corporate value, managing it cannot be restricted to the communications department. It is a matter of leadership. Holding leaders across an organization accountable for it, however, asks for new approaches to plan, steer and evaluate communications.” (p. 18)

The Collaborative Community Leadership graduate certificate program will prepare master's in communication graduates on the Reputation Management track with the educational background necessary to meet this need. The certificate program is an invaluable complement to the Reputation Management major and provides an added academic credential, enhancing competitiveness for preferred employment opportunities.

Certificate Program Outcomes

This certificate will complement Virginia Tech graduate students' academic education by preparing them with the following abilities:

- Apply knowledge of leadership principles in interdisciplinary and transdisciplinary contexts,
- Engage in scholarly inquiry as a way to critically analyze leadership theory and practice,
- Promote collaborative leadership in real-world settings, and
- Practice social responsibility in today's diverse and multicultural environment.

Curriculum

The certificate program includes two required courses (LDRS 5454 & LDRS 5464), and six credits of certificate electives. Those certificate electives may include courses that are already part of the Master's in Communication program. The certificate program includes an expectation for action learning, documented in the form of a one-credit independent study project (LDRS 5974). In total, the certificate encompasses 13 credit hours. (See proposed plan of study on next page.)

Required Certificate Courses

LDRS 5454: Leadership Foundations for Diverse Contexts (3 cr.)

This course is intended to assist students in identifying and defining leadership in formal and non-formal educational settings, communities, and organizations. Students will learn through reading, observing, applying, creating, and evaluating leadership in context. *[Online in Fall semesters, or in-person in Spring semesters]*

LDRS 5464: Leadership in a Global Society (3 cr.)

This course will guide learners in identifying and developing the personal and professional competencies required for effective leadership in an increasingly global, diverse and multicultural society. The class activities will involve critical reflection and experiential learning. Students will learn through reading, observing, applying, creating, and evaluating leadership in context. *[In-person in Fall semesters, or Online in Spring semesters]*

Recommended Electives for Reputation Management

LDRS 5004: Ethics in Leader/Follower Relationships (3 cr.)

Exploration of relationship between leaders and followers through an ethical lens, with special attention to relational dynamics, toxic leaders, and moral dilemmas. Insights from courageous followership, intelligent disobedience, and ethical leadership will illuminate followership typologies and surface opportunities to work as moral agents of change. *[Online in Spring semesters]*

PR 5724: Reputation Management and Public Relations (3 cr.)

Different methods, explanations, and perspectives to critique mass media messages, focusing on television and advertising. Special attention to ideological issues and the relation of media messages to social power. *[In-person in Spring semesters]*

Independent Study Project

LDRS 5974: Independent Study (1 cr.)

The independent study project is an opportunity to apply insights gained from the certificate program coursework. While acceptable projects take a variety of forms, all of them include an end-of-project report in a potentially publishable format. Projects may overlap other activities, including the COMM 5904 Project and Report, while still being documented as LDRS 5974. Project ideas and enrollment in LDRS 5974 must be vetted by the certificate program coordinator, Dr. Eric Kaufman.