

GLOBAL AND STRATEGIC COMMUNICATION

The Global and Strategic Communication (GSC) domain focuses on the theory and practice of applied communication and cross-cultural competencies in a strategic and/or global context. Programs in this field equip learners with the knowledge and analytical and practical skills necessary to develop and implement communication strategies for globalized organizations. Our undergraduate, graduate, and non-credit programs—in areas such as public relations, marketing, communication studies, translation, and language acquisition—enable individuals to strategically position their organizations for success and to achieve their personal and professional goals in rapidly changing local and global contexts.

- Certificate in Applied Marketing
- Certificate in Public Relations and Communication Management
- Certificate in Proficiency in English Language and Culture
- Certificate in Proficiency in English for Professional Communication
- Certificate in Proficiency in French for Professional Communication
- Certificate in Proficiency in Bilingual Professional Communication
- Graduate Certificate in Public Relations and Communication Management Practice
- Graduate Certificate in Strategic Public Relations and Communication Management
- Graduate Certificate in Marketing
- Graduate Certificate in Advanced Marketing
- Graduate Diploma in Legal Translation

Location

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