

Learn to build communication plans that make an impact

As competition for people's attention continues to grow, the effectiveness of many conservation initiatives relies heavily on targeted and strategic communications and compelling, relevant messaging. In this program, you will learn how to use approaches rooted in social science and contemporary media communications research and practice to achieve greater success.

Enhance your knowledge and extend your influence. By learning to analyze audiences, create clear and persuasive messaging, and use channels and strategies that will reach the right people at the right time, your communication efforts will be much more productive.

As a student in this program, you will explore:

- Conservation social science and communications theory
- Audience analysis
- Media relations
- New media communications
- Strategies for effective crisis communication
- Social marketing and conservation marketing
- Political and leadership communications

Curriculum

This graduate certificate program requires the completion of six courses. Please note, you must be admitted to this program for the certificate to appear on your official University transcript.

Required Courses

- NR 569 – Conservation Communication Fundamentals (2 cr.)
- NR 570 – Conservation Managers – Media Communications (2 cr.)
- NR 571 – New Media Communications for Conservation (2 cr.)
- NR 572 – Strategic Communications for Conservation (2 cr.)
- NR 573 – Conservation Crisis Communications (2 cr.)
- NR 574 – Advanced Communications for Conservation (2 cr.)

Delivery

Online

Credits

12 credits

Tuition

\$749 per credit

- Includes [Student Services](#)
- [Fees](#) assessed separately
- [Financial aid](#) is available; eligibility determined on an individual basis

Time frame

Can be completed in one year

More info

online.colostate.edu/certificates/communications-for-conservation

Contact

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Student Success Coach
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(970) 825-1295

How to Apply

Communications for Conservation Graduate Certificate



Application Deadlines

Fall Semester: **July 15** Spring Semester: **December 1**

1 Review Admission Requirements

While it is not required, it is recommended that you contact us in advance of submitting application materials. Prepare the materials below and upload when you apply online.

Two letters of recommendation (professional and/or academic)

You will provide information about your recommenders in the online application. CSU will contact them with instructions and a link to a secure form they will submit on your behalf.

Statement of purpose

- Your purpose for pursuing graduate education and how it will contribute to your long-term goals and career plans
- Why you have selected Colorado State University as the place to pursue your graduate studies
- A description of teaching, research/creative, or other academic work you have engaged in relevant to the qualifications.

2 Complete Online Application

Complete the [online graduate application](#) and pay the nonrefundable application processing fee (payable online). As soon as you have completed the required information, please submit your application. Your application will not be reviewed until it is complete and all required materials have been received.

- Choose “Communications for Conservation (Certificate) – Distance” when choosing the Program of Study. (Note: You must first select “Certificate” at the top.)

3 Request Transcripts

Request one official transcript from the institution where you earned your bachelor’s degree. Transcripts from Colorado State University are not required. Official transcripts can either be mailed in or sent as e-transcripts.

Send e-transcripts to: gradadmissions@colostate.edu

Send paper copies to:
Graduate Admissions
Colorado State University – Office of Admissions
1062 Campus Delivery
Fort Collins, CO 80523-1062

Check Your Application Status

View your [application status](#) at any time to ensure your application checklist is complete or to check on updates. Once your complete application, including supporting materials, is received, the department admission committee will review your application and notify you of their decision.

International Students

See [website](#) for test score and transcript requirements.