



5 Courses

Content Strategy for Professionals: Engaging Audiences

Content Strategy for Professionals: Managing Content

Content Strategy for Professionals: Expanding Your Content's Reach

Content Strategy for Professionals: Ensuring Your Content's Impact

Content Strategy for Professionals: Capstone Project



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Minou van Dillen

has successfully completed the online, non-credit Specialization

Content Strategy for Professionals

Content Strategy uses credible, trustworthy, transparent media to communicate stories and information to enhance an organization's strategic goals. In this sequence of courses, participants have learned best practices to create and implement engaging content across media platforms. In the Capstone Project, all of the skills learned throughout the courses were applied to create a Content Strategy response to a challenge facing real organizations today.



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and Director, Media
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