RHETORICAL LEADERSHIP,
GRADUATE CERTIFICATE

Leadership is a highly valued, yet always scarce resource in all areas requiring coordinated action: civil society, professional work, profit and non-profit venues, religious and social action contexts. Communication's Rhetorical Leadership certificate program prepares leaders with humanistic knowledge, skills and attitudes through five graduate courses.

"Rhetorical Leadership and Ethics" covers rhetoric's role in and potential for responsible leadership in multiple arenas; it is informed by the long history of debate over the legitimacy of studying rhetoric as a means of promoting joint action.

"Theories of Rhetorical Communication" introduces certificate students to the vast, nearly three millennia-long theoretical range of the rhetorical tradition.

"Communication and Social Order" examines how existing institutions and values get established and "naturalized" using symbolic action and conversely how they can be challenged strategically through rhetoric.

The more advanced "Rhetoric of Constituting Community and Social Controversy" addresses explicitly the rhetorical range available to leaders, whether their main goal is constituting communities or promoting change in ways that the existing decision-making channels cannot accommodate.

"Argumentation in Theory and Practice" integrates argumentative theory and practice in ways that are useful for potential leaders; it involves some performance-based learning that requires students to test their preferred theory alternatives in action.

Admission Requirements

Application Deadlines
Application deadlines vary by program, please review the application deadline chart (http://uwm.edu/graduateschool/program-deadlines) for specific programs. Other important dates and deadlines can be found by using the One Stop calendars (https://uwm.edu/onestop/dates-and-deadlines).

Eligibility and Admission
Applicants must possess a baccalaureate degree and have a minimum 2.75 cumulative undergraduate grade point average to be admitted in to a certificate program.

Application

- Students wishing to obtain this certificate must declare their intention by applying to the program office or director.
- All graduate certificate applicants—even those already enrolled in a UWM graduate program—must apply to the Graduate School through the Panthera Admission Application (https://graduateschool-apply.uwm.edu).
- Graduate degree and previously admitted graduate non-degree students who decide to pursue a certificate program must submit the Panthera application before completing 6 credits in the certificate sequence.
- Applicants must possess a baccalaureate degree and have a minimum 2.75 cumulative undergraduate grade point average to be admitted in to a certificate program.

Credits and Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUN 772</td>
<td>Rhetorical Leadership and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>COMMUN 762 or COMMUN 872</td>
<td>Rhetorics of Theory and Practice of Constituting Community and Social Controversy</td>
<td>3</td>
</tr>
<tr>
<td>Electives</td>
<td>Select three of the following:</td>
<td>9</td>
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<tr>
<td>COMMUN 665</td>
<td>Introduction to Mediation</td>
<td></td>
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<tr>
<td>COMMUN 667</td>
<td>Great American Speakers and Issues</td>
<td></td>
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<tr>
<td>COMMUN 672</td>
<td>Communication and Social Order</td>
<td></td>
</tr>
<tr>
<td>COMMUN 701</td>
<td>Critical Analysis of Communication</td>
<td></td>
</tr>
<tr>
<td>COMMUN 735</td>
<td>Rhetorical Theory (title change pending)</td>
<td></td>
</tr>
<tr>
<td>COMMUN 762</td>
<td>Argumentation in Theory and Practice (if not selected above)</td>
<td></td>
</tr>
<tr>
<td>COMMUN 835</td>
<td>Seminar in Contemporary Public Address</td>
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<tr>
<td>COMMUN 860</td>
<td>Seminar: Issues in Communication:</td>
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<tr>
<td>COMMUN 862</td>
<td>Public Deliberation</td>
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<tr>
<td>COMMUN 865</td>
<td>Theory and Practice of Mediation</td>
<td></td>
</tr>
<tr>
<td>COMMUN 872</td>
<td>Rhetorics of Constituting Community and Social Controversy (if not selected above)</td>
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<td>COMMUN 873</td>
<td>The Digital Mirror</td>
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<td>COMMUN 882</td>
<td>The Rhetoric of Kenneth Burke</td>
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<td>COMMUN 893</td>
<td>Rhetoric of/and the Internet</td>
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<td>COMMUN 973</td>
<td>Topics in Rhetorical Research:</td>
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<tr>
<td>COMMUN 998</td>
<td>Communication Internship (with rhetorical leadership topic directed by a member of the Rhetorical Leadership Committee)</td>
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</table>

Total Credits 15

Students who have little experience in positions of responsibility will be encouraged to participate in a relevant internship during the course of their studies. The program will assist students in identifying appropriate opportunities.

Certificate Requirements

Grade Point Average Requirement
A minimum cumulative 3.00 grade point average in certificate courses taken at UWM is required.

Transfer Credit
No more than 20% of the required credits may be taken at an institution other than UWM. Courses will be considered for transfer into the certificate program only if the applicant can provide ample, acceptable evidence that the course taken is substantially the same as one of the five courses that constitute the certificate program. The Rhetorical Leadership Committee will make such determinations, and its decision is final. These courses are subject to Graduate School transfer policy and
must be approved by the director of the certificate program. No transfer credit is allowed for post-graduate students.

**Grade Point Average Requirement**
A minimum cumulative 3.00 grade point average in certificate courses taken at UWM is required.

**Articulation with Degree Programs**
1. Credits and courses required for a certificate may double count toward meeting UWM graduate degree requirements subject to the following restrictions:
   - Degree programs must approve the courses from certificates that can double count toward the degree.
   - All credits taken in completion of certificate requirements may count towards a UWM graduate degree as long as they do not contribute more than 90% of the total credits needed to obtain the degree. (Note: Students in PhD programs must still complete the minimum residency requirements)
   - Certificate courses used toward meeting degree requirements must be completed within the time limit for transfer credit.

2. Courses completed for a degree may be counted toward a subsequent certificate, subject to all certificate policy requirements.

3. A course may count toward no more than one certificate and one degree.

4. Students may not earn a certificate subsequent to a concentration in the same area.

**Time Limit**
Certificate program time limits shall be established as follows:

- 18 or fewer credits/Three years from initial enrollment in the certificate sequence.
- 19 or more credits/Four years from initial enrollment in the certificate sequence.

For certificates that are designed as add-ons to degree programs and are awarded concurrent with the degree, the time limit shall be the same as that of the degree program.

**Gainful Employment Disclosure Information**
UWM Financial Aid Gainful Employment (http://uwm.edu/financialaid/apply-for-aid/eligibility/non-degree-students/#primary)


**Contact Information**
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https://uwm.edu/rhetorical-leadership/