BUSINESS WRITING/COMMUNICATION


The Business Writing and Communication certificate program is designed for professionals who are responsible for developing business communication, whether that communication is within an organization or with customers. The program combines current theories of organizational communication and persuasion with the practices of business writing. Students will learn principles of effective communication while developing their own writing skills as they create persuasive and informational business documents.

Certificate Offered


Business Writing/Communication Certificate Courses

**COMM_ST 101-CN Interpersonal Communication (1 Unit)**
Laboratory experience in human interaction. Analysis of communication within groups.

**COMM_ST 102-CN Public Speaking (1 Unit)**
Theory, composition, delivery, and criticism of public speeches.

**COMM_ST 201-CN Research Methods in Communication Studies (1 Unit)**
Foundations of knowledge in many areas of the field, including the nature of interpersonal interaction and the impact of mass media. How communication researchers do their work; how to judge the quality of research products.

**COMM_ST 205-CN Theories of Persuasion (1 Unit)**
Survey of major theories that explain how to change another person's attitudes and behaviors. Applications to persuasion within a variety of contexts, including relationships, organizations, legal campaigns, and the mass culture.

**COMM_ST 205-DL Theories of Persuasion (1 Unit)**
Survey of major theories that explain how to change another person's attitudes and behaviors. Applications to persuasion within a variety of contexts, including relationships, organizations, legal campaigns, and the mass culture.

**COMM_ST 220-CN Theories of Argumentation (1 Unit)**
Fundamental principles and practice of critical reasoning and public argument. For students interested in legal, academic, or political realms of communication and advocacy.

**COMM_ST 241-CN Theories of Relational Communication (1 Unit)**
An overview of communication theories and research dealing with developing, sustaining, and terminating interpersonal relationships. Direct application to friendship, work, and romantic relationships.

**COMM_ST 250-CN Team Leadership and Decision Making (1 Unit)**
Topics vary. May be repeated for credit with different topic.
COMM_ST 395-DL Topics in Communication Studies (1 Unit)
Topics vary. May be repeated for credit with different topic.

COMM_ST 399-CN Independent Study (1 Unit)