

# BUSINESS WRITING/ COMMUNICATION

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SPS Certificate website: <https://sps.northwestern.edu/post-baccalaureate/business-writing/>

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 (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/business-writing-communication/business-writing-communication-certificate/>)

## Business Writing/Communication Certificate Courses

### **ADVT 370-CN Introduction to Public Relations (1 Unit)**

The essential components of effective public relations strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages. Students select a "beat" or coverage area to investigate as part of the class homework projects. This course involves heavy writing; it may not be audited.

### **COMM\_ST 102-CN Public Speaking (1 Unit)**

Theory, composition, delivery, and criticism of public speeches.

### **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 362-CN Professional-Client Communication (1 Unit)**

Various processes of professional-client communications, including organizational theory, social, and managerial activities.

### **COMM\_ST 363-CN Bargaining and Negotiation (1 Unit)**

Communication in bargaining and negotiation in organizational settings. Cognitive and motivational theories emphasizing bargaining and negotiation strategies.

### **ENGLISH 205-DL Intermediate Composition (1 Unit)**

Expository writing at an intermediate level. Emphasis on techniques for writing clearly, precisely, and persuasively. May be repeated for credit with different topic.

### **JRN\_WRIT 201-A Writing for Media (1 Unit)**

Fundamental journalistic writing techniques – skills that work well in any academic or vocational setting and result in clear, crisp, concise writing.