

# BUSINESS WRITING/ COMMUNICATION

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

### 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)

Theories and research relating to communication in small groups and group decision making.

### COMM\_ST 250-DL Team Leadership and Decision Making (1 Unit)

Theories and research relating to communication in small groups and group decision making.

### COMM\_ST 270-CN Theories of Mediated Communication (1 Unit)

Introductory survey of current issues in research on the mass media, the Internet, and computer-mediated communication.

### COMM\_ST 275-CN Persuasive Images: The Rhetoric of Contemporary Culture (1 Unit)

Analysis of image-making in all forms of popular culture-in film and television but also shopping malls, supermarkets, car dealers, and doctors' offices.

### COMM\_ST 294-CN First-Year Seminar (1 Unit)

Study in seminar format of a topic in communication. Assignments emphasize expository writing.

### COMM\_ST 294-DL First-Year Seminar (1 Unit)

Study in seminar format of a topic in communication. Assignments emphasize expository writing.

### COMM\_ST 360-CN Theories of Organizational Communication (1 Unit)

Theories and research dealing with communication in formal organizations and institutions.

### 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.

### COMM\_ST 364-CN Collective Decision Making and Communication in Organizations (1 Unit)

Research on how organizations make, communicate, and implement collective decisions. Assessing decision effectiveness, group decision making, leadership in organizations, and organizational design.

### COMM\_ST 380-CN Political Communication (1 Unit)

Nature and functions of communication within established political institutions; decision-making strategies, deliberative discourse, and electoral campaigns; field study of advocacy and interest groups.

### COMM\_ST 386-CN Science, Technology, and Society (1 Unit)

Examination of developments in information and communication technology in the larger context of American science and technology since 1900.

### COMM\_ST 394-CN Communication Studies Research Seminar (1 Unit)

Small seminars in research topics led by different members of the department faculty. Students complete a research paper on a topic related to the seminar theme.

**Prerequisite:** completion of COMM\_ST 294-CN First Year Seminar is recommended.

### COMM\_ST 394-DL Research Seminar (1 Unit)

Small seminars in research topics led by different members of the department faculty. Students complete a research paper on a topic related to the seminar theme.

**Prerequisite:** completion of COMM\_ST 294-CN First Year Seminar is recommended.

### COMM\_ST 395-CN Special Topics (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)**