

BUSINESS WRITING/ COMMUNICATION

Students learn the essential components of an effective PR strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages.

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 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.

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.

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.

MKTG 370-DL Introduction to Public Relations (1 Unit)

Public relations is a core management function for every type of organization, whether public or private. Public relations spans a wide range of marketing disciplines including media relations, corporate reputation, community affairs, issues/crisis management, investor relations, and government affairs. PR is one of the primary tools used to reinforce a company's brand and support its competitive position.