Professional and Technical Writing Certificate Program

Program Description
The Professional and Technical Writing Certificate is designed to enhance FAU undergraduate students' skills and experience in the field of professional writing, as well as their employability. Certificates are designed to supplement a current degree program by packaging specific courses within their current major with electives from other departments. The certificate will appear on students' diplomas and also feature prominently on students' transcripts, thereby increasing their attractiveness to potential employers.

The proposed certificate offers the opportunity for an interdisciplinary approach to writing instruction and experience, with courses drawing from departments across the university including English, Communications, Marketing, Management Information Systems, Business, and Public Administration.   Elective courses are designed to complement students' requirements within their majors, as well as provide students interested in writing and communication with additional, well-rounded training that they will need to succeed in today's digital-age workplace. Requirements include a final portfolio that demonstrates students' writing abilities, a required course in either Professional Writing, and an internship that provides students with necessary real-world training.

Professional and Technical Writing Certificate Requirements

Portfolio
Before receiving the certificate students must submit a final portfolio. This portfolio must include a resume, a formal report, a job letter or other example of professional correspondence, and one other professional writing sample.

Course Requirements
All courses listed below are 3 credits

Category I (6 credits)
ENC 3213: Professional Writing or GEB 3213: Communicating Business Information
ENG 4940: English Internship or outside internship approved by CPTW Director

Category II (9 credits)
CRW 3010: Creative Writing
ENC 2248: Writing for the Technical Professions
ENC 3310: Advanced Exposition
ENC 4138: Principles of Research Writing
ENC 4354: Writing for Nonprofits
ENG 4020: Studies in Writing and Rhetoric
PUR 4411: Public and Community Relations
ISM 4054: Social Media and Web Technologies
MAR 4334: Creative Advertising Strategy: Concepts and Design
PAD 3438: Communication Skills for Public Managers
PAD 4202: Funding for Nonprofit Organizations
SPC 2608: Public Speaking

Up to one special-topics class focused on professional communication or writing, from any department, approved by the CPTW Director.

Approved by:	Date:
Department Chair: *(signature)*	3/14/14
College Curriculum Chair: *(signature)*	3/18/14
College Dean: Heather Coltman	3-18-14
UUPC Chair: *(signature)*	3/21/14
Undergraduate Studies Dean: Ed Elliott	3/26/14
UFS President: _____	
Provost: _____	