

PROFESSIONAL COMMUNICATION

Writing Modules

CE0204

Audience Analysis for Writing for Professional Communication

One-session module
Offered fall and spring semesters
0.30 CEUs
\$79.00

Learn to identify different types of audiences, including secondary audiences, and build audience profiles. Begin to develop a sense for document lifecycle and learn key differences between academic and business writing.

Fall 2009 schedule:
Tuesday, September 22
6:00–9:00 pm

Spring 2010 schedule:
Tuesday, February 2
6:00–9:00 pm

CE0205

Grammar and Mechanics for Writing for Professional Communication

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$159.00

Develop the ability to write persuasive or informative professional communication. In Grammar and Mechanics, you will work to improve your grasp of such tools as the active and passive voice, dangling modifiers, parallelism, parts of speech, subject/verb agreement, and verb tenses. This module is designed for the participant who wants to write clearly and make an impact through his or her communication.

Fall 2009 schedule:
Tuesday, September 29 and
Thursday, October 1
6:00–9:00 pm

Spring 2010 schedule:
Tuesday, February 9 and
Thursday, February 11
6:00–9:00 pm

CE0206

Writing News Releases and Media Advisories

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$159.00

Study the anatomy and purpose of news releases and find out why companies and individuals value these time-proven communications to connect with the public. In this module, learn to write news releases and media advisories, and find out how to create a media list.

Fall 2009 schedule:
Tuesday, October 6 and
Thursday, October 8
6:00–9:00 pm

Spring 2010 schedule:
Tuesday, February 23 and
Thursday, February 25
6:00–9:00 pm

CE0207

Writing Copy for Brochures

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$159.00

The brochure continues to survive and evolve as a versatile communication tool for companies, institutions, and individuals, across industries and disciplines. However, not all brochures are well written or read by their intended audiences. In this module, learn the key to creating easy-to-read, objective-driven, professional brochure copy that will represent your ideas and gain your audience's respect and attention.

Fall 2009 schedule:
Tuesday, October 13 and
Thursday, October 15
6:00–9:00 pm

Spring 2010 schedule:
Tuesday, March 2 and
Thursday, March 4
6:00–9:00 pm

CE0208

Web Writing and Social Media

One-session module
Offered fall and spring semesters
0.30 CEUs
\$79.00

Today's communicators must prepare themselves to create copy for traditional media and print documents, as well as the Internet. Broaden your skills by learning essential writing techniques for web audiences. In this module, discuss web page content, style, and organization; blogs, banners and buttons; and corporate social network profiles.

Fall 2009 schedule:
Tuesday, October 20
6:00–9:00 pm

Spring 2010 schedule:
Tuesday, March 16
6:00–9:00 pm

CE0209

Writing Copy for Print and Radio Advertisements, Posters

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$159.00

Learn to write brief and long copy for print and radio advertisements. Discuss the importance of appropriate language, format, and style while you learn to write headlines and body copy. See how graphics and images support print ad copy and how such elements as sound support radio copy. Learn to translate advertising copy to such other forms of media as posters.

Fall 2009 schedule:
Thursday, October 22 and
Tuesday, October 27
6:00–9:00 pm

Spring 2010 schedule:
Thursday, March 18 and
Tuesday, March 23
6:00–9:00 pm

CE0210

Writing for Newsletters

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$159.00

Report news to your community in well-written, attention-grabbing stories that will keep your audience coming back for more. In *Writing for Newsletters*, learn to create concepts, write articles, and involve your audience.

Fall 2009 schedule:
Thursday, October 29 and
Tuesday, November 3
6:00–9:00 pm

Spring 2010 schedule:
Thursday, March 25 and
Tuesday, March 30
6:00–9:00 pm

CE0211

Writing Speeches and White Papers

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$159.00

Learn to convert ideas into written words that will be delivered to an audience by you or someone else. Practice the writing techniques of a speech writer, capture ideas, and leave the audience with a powerful message. In *Writing Speeches and White Papers*, learn to write for the ear, and compare speech writing to writing such communications as the white paper.

Fall 2009 schedule:
Thursday, November 5 and
Tuesday, November 10
6:00–9:00 pm

Spring 2010 schedule:
Thursday, April 1 and Tuesday, April 6
6:00–9:00 pm

CE0212

Letter Writing

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$159.00

Compose effective letters by using tested formats along with clearly organized thoughts. Learn to write good news or neutral letters, bad news correspondence, and sales letters.

Fall 2009 schedule:
Thursday, November 12 and
Tuesday, November 17
6:00–9:00 pm

Spring 2010 schedule:
Thursday, April 8 and Tuesday, April 13
6:00–9:00 pm

Speech Modules

CE0110

Foundations and Fundamentals of Professional Presentation

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$175.00

Participants will gain an understanding of the process of communication, speech making in contemporary culture, types and styles of public speaking, speakers' responsibilities, and ethics in public presentation. Demonstrations and in-class practice will clarify these topics.

Fall 2009 schedule:
Mondays, September 14 and 21
6:00–9:00 pm

Spring 2010 schedule:
Mondays, January 25 and February 1
6:00–9:00 pm

CE0120

Managing Speech Anxiety

One-session module
Offered fall and spring semesters
0.30 CEUs
\$89.00

In this course, participants will discuss the types of speech anxiety and identify what happens before, during, and after speaking. Participants will practice breathing techniques as well as physical and vocal exercises to help diminish and control anxiety. Participants will present short speeches for practice during this session.

Fall 2009 schedule:
Monday, September 28
6:00–9:00 pm

Spring 2010 schedule:
Monday, February 8
6:00–9:00 pm

CE0130

Audience Analysis and Strategies for Effective Listening

One-session module
Offered fall and spring semesters
0.30 CEUs
\$89.00

Participants will learn to identify and adapt to the demographics of each audience. Participants will discuss and identify the role of an effective/ethical listener and practice techniques for critical listening. They also will learn to listen to, and offer, critical feedback.

Fall 2009 schedule:
Monday, October 5
6:00–9:00 pm

Spring 2010 schedule:
Monday, February 22
6:00–9:00 pm

[Read about additional speech modules on page 14.](#)

CE0140

Developing Your Speech

Three-session module
Offered fall and spring semesters
0.90 CEUs
\$259.00

Participants will engage in a step-by-step process of identifying the purpose of a speech, selecting a topic, writing a thesis statement and statement of purpose, brainstorming and organizing ideas, creating an outline, designing and refining dynamic introductions and conclusions, crafting memorable work structures and vivid language, and utilizing supporting materials.

Fall 2009 schedule:
Mondays, October 19 and 26;
November 2
6:00–9:00 pm

Spring 2010 schedule:
Mondays, March 1, 8, and 15
6:00–9:00 pm

CE0150

Effective Techniques for Delivering Your Speech

Three-session module
Offered fall and spring semesters
0.90 CEUs
\$259.00

In this module, participants will incorporate verbal and nonverbal techniques in order to breathe life into their speech outlines. Participants will learn to effectively use such vocal techniques as volume, rate, emphasis, pitch, tempo, inflection, pause, and emotion to enhance their message. They also will practice the art of articulation and accent/regionalism reduction in speech for the clarity of each message. Participants will examine the importance and psychology of personal appearance in public

presentation as well as the concepts of good posture, facial expressions, gestures, movement, eye contact, and verbal components of communication.

Fall 2009 schedule:
Mondays, November 9, 16, and 23
6:00–9:00 pm

Spring 2010 schedule:
Mondays, March 22, 29; April 5
6:00–9:00 pm

CE0160

Effective Use of Visual and Presentational Aids

One-session module
Offered fall and spring semesters
0.30 CEUs
\$89.00

Learn to use dynamic speech and discover the advantages of using visuals effectively. In this module, become familiar with various types of visual aids and share tips for using them before, during, and after the speech. PowerPoint techniques will be discussed.

Fall 2009 schedule:
Monday, November 30
6:00–9:00 pm

Spring 2010 schedule:
Monday, April 12
6:00–9:00 pm

CE0170

From Page to Stage or Podium

Two-session module
Offered fall and spring semesters
0.60 CEUs
\$175.00

This is it...putting it all together. Discussions will focus on using notes while speaking, and presenting a speech while using a manuscript, a lectern, and a microphone. Participants will learn about ceremonial speeches for the workplace,

share speeches in class, and respond with feedback to one another.

Fall 2009 schedule:
Mondays, December 7 and 14
6:00–9:00 pm

Spring 2010 schedule:
Mondays, April 26 and May 3
6:00–9:00 pm

Non-Credit Professional Certificate Programs: Guidelines

Professional Studies participants may enroll in individual courses and workshops or work toward a non-credit professional certificate in:

- Copyediting
- Performing Arts Administration
- Screenwriting
- Digital Media Production
- Cultural Journalism
- Professional Communication
- Marketing and Branding
- Graphic Novel Writing and Illustration

The following guidelines apply to all non-credit, non-degree certificate individuals at Emerson College:

1. Individuals must satisfy the certificate program requirements published for the term in which they register for the first course toward the certificate.
2. All individuals must complete coursework for a certificate program within a period of three years from their initial date of registration.
3. Only learning activities offered by Emerson College's Department of Professional Studies and Special Programs may be applied to fulfill the requirements of a certificate program.
4. Enrollment in non-credit, non-degree certificate programs is open to all individuals who have a high school diploma or GED. Prerequisite requirements apply in some instances. To receive a certificate, individuals must submit a Request for Certificate Form to the Department of Professional Studies and Special Programs within one year of program completion.

Visit emerson.edu/ce for additional program information and registration policies.

Note: Course fees are as priced. Totals for certificate programs may vary based on such elements as each participant's choice of elective courses.