

# Department of Professional Studies and Special Programs

Copyediting

Creative Writing  
Workshops

Cultural Journalism

Digital Media Production

Graphic Novel Writing  
and Illustration

Marketing and Branding

Performing Arts  
Administration

Professional  
Communication

Screenwriting

Fall 2009–Spring 2010

---

Courses  
Workshops  
Certificate Programs



EMERSON COLLEGE

[emerson.edu/ce](http://emerson.edu/ce)

## Join an information session

and learn about certificate programs, evening non-credit courses, and workshops designed to help you update your background or use your skills more effectively, and create a more marketable you:

### SCREENWRITING • DIGITAL MEDIA PRODUCTION • GRAPHIC NOVEL

August 5, 2009 • 6:00–7:30 pm  
Emerson College, Little Building  
80 Boylston Street, 2nd Floor, Boston, MA

### MARKETING and BRANDING • PROFESSIONAL COMMUNICATION

August 12, 2009 • 6:00–7:30 pm  
Emerson College, Little Building  
80 Boylston Street, 2nd Floor, Boston, MA

### PERFORMING ARTS ADMINISTRATION • CULTURAL JOURNALISM

August 18, 2009 • 6:00–7:30 pm  
Emerson College, Little Building  
80 Boylston Street, 2nd Floor, Boston, MA

### PROFESSIONAL STUDIES PROGRAMS/COURSES

September 3, 2009 • 6:00–7:30 pm  
Emerson College, Multipurpose Room  
150 Boylston Street, Ground Floor, Boston, MA

### PROFESSIONAL STUDIES PROGRAMS/COURSES

September 9, 2009 • 6:00–7:30 pm  
Emerson College, Little Building  
80 Boylston Street, 2nd Floor, Boston, MA

### PROFESSIONAL STUDIES PROGRAMS/COURSES

September 15, 2009 • 6:00–7:30 pm  
Emerson College, Multipurpose Room  
150 Boylston Street, Ground Floor, Boston, MA

### PROFESSIONAL STUDIES PROGRAMS/COURSES

January 12, 2010 • 6:00–7:30 pm  
Emerson College, Little Building  
80 Boylston Street, 2nd Floor, Boston, MA

Travel to Emerson College via the MBTA green line to Boylston Street, orange line to Chinatown, or red line to Park Street.

RSVP: 617-824-8280

### Department of Professional Studies and Special Programs

Office: 148 Boylston Street  
Mail: 120 Boylston Street  
Boston, MA 02116  
Tel: 617-824-8280  
Fax: 617-824-8158

[continuing@emerson.edu](mailto:continuing@emerson.edu)

You can learn to write a screenplay and prepare your acceptance speech for an awards ceremony. Develop skills to proofread collateral you write for your organization; or proofread short stories, poems, or a memoir you create. Show your passion for the arts by distinguishing yourself with fundraising or financial management skills. Learn to understand your customers and reach them with innovative marketing and branding ideas.

Whether you're looking for training and development options to broaden your professional or personal skills, you'll find the right evening course, workshop, or certificate program at Emerson College. **Our courses are designed for you, with your training needs in mind:**

- Update or learn career skills, or professional practices
- Take a course or two, or work toward a professional certificate
- Enroll in one-session workshops or semester-long courses

Read through our catalog to discover challenging courses scheduled for the Fall 2009 and Spring 2010 semesters. No matter what topics you choose, you're sure to enjoy courses offered by the Department of Professional Studies and Special Programs at Emerson College. We look forward to helping you achieve your goals in communication and the arts.

Sincerely,

The Department of Professional Studies  
and Special Programs

---

## CONTENTS

### Course Descriptions

Copyediting	5–6
Creative Writing	8
Cultural Journalism	8–9
Graphic Novel Writing and Illustration	7
Marketing and Branding	15
Digital Media Production	10
Performing Arts Administration	11
Professional Communication	12–14
Screenwriting	6
Visual and Media Arts: Graduate Certificate in Entertainment Law Basics	10

### Fall Course List

Non-Credit Professional Certificate Programs: Guidelines	14
Non-Credit Professional Certificate Programs: Requirements	19

**Registration Policies/Form** 16–18

**Spring Course List** 4

## Fall 2009 Courses and Workshops

### Copyediting: pages 5–6

CE0281	Copyediting: Standard Procedures	MW	6:00–9:30	2 Sessions	\$190.00
CE0284	Copyediting: Grammar and Usage	MWM	6:00–9:30	3 Sessions	\$285.00
CE0285	Copyediting: Style and Clarity	W	6:00–9:30	1 Session	\$95.00
CE0286	Copyediting: Punctuation for Professionals	W	6:00–9:30	1 Session	\$95.00
CE0287	Copyediting: Fact Checking	M	6:00–9:30	1 Session	\$95.00
CE0288	Copyediting: Jargon and Concision	W	6:00–9:30	1 Session	\$95.00
CE0289	Copyediting: Bias-Free Language	M	6:00–9:30	1 Session	\$95.00
CE0290	Copyediting: Tools of the Trade	W	6:00–9:30	1 Session	\$95.00
CE0291	Copyediting: Proofreading and Indexing	MW	6:00–9:30	2 Sessions	\$190.00

### Creative Writing: page 8

CE0710	Sketch Comedy Writing	Th	6:30–9:00	10 Sessions	\$650.00
CE0712	Short Story Writing	Th	6:30–9:00	10 Sessions	\$650.00

### Cultural Journalism: pages 8–9

CE0372	Introduction to Arts and Entertainment Writing	W	7:00–9:00	10 Sessions	\$525.00
CE0373	Reporting and Writing on the Cultural Beat	M	6:00–8:00	10 Sessions	\$525.00
CE0381	Covering the Arts for Television	Tu	6:30–8:30	8 Sessions	\$425.00
CE0385	Cultural Journalism: Final Capstone	Tu	6:30–8:30	6 Sessions	\$350.00

### Graphic Novel Writing and Illustration: page 7

CE0351	Introduction to Comic Art	W	7:00–9:30	10 Sessions	\$650.00
CE0353	Writing the Graphic Novel I	Th	6:30–9:00	10 Sessions	\$650.00
CE0357	Graphic Novel: Final Portfolio Project	Tu	6:30–9:00	6 Sessions	\$390.00
CE0358	Freelancing as a Graphic Novelist	Tu	6:30–9:00	6 Sessions	\$390.00

### Marketing and Branding: page 15

CE0610	Setting the Marketing Foundation	M	6:30–9:00	10 Sessions	\$650.00
CE0612	Integrating the Marketing Message	W	6:30–9:00	10 Sessions	\$650.00
CE0616	Capstone Project: Selling Your Marketing Plan	Tu	6:30–9:00	6 Sessions	\$390.00

### Digital Media Production: page 10

CE0403	Digital Media Production I	W	6:00–9:30	12 Sessions	\$995.00
--------	----------------------------	---	-----------	-------------	----------

### Performing Arts Administration: page 11

CE0501	Performing Arts Administration and Operation	W	6:30–8:30	10 Sessions	\$525.00
CE0503	Fundraising for Performing Arts Organizations	Th	6:30–8:30	10 Sessions	\$525.00
CE0510	Performing Arts Administration Capstone Project	M	6:30–8:30	8 Sessions	\$425.00

### Professional Communication: pages 12–14

CE0110	Foundations and Fundamentals of Professional Presentation	M	6:00–9:00	2 Sessions	\$175.00
CE0120	Managing Speech Anxiety	M	6:00–9:00	1 Session	\$89.00
CE0130	Audience Analysis and Strategies for Effective Listening	M	6:00–9:00	1 Session	\$89.00
CE0140	Developing Your Speech	M	6:00–9:00	3 Sessions	\$259.00
CE0150	Effective Techniques for Delivering Your Speech	M	6:00–9:00	3 Sessions	\$259.00
CE0160	Effective Use of Visual and Presentational Aids	M	6:00–9:00	1 Session	\$89.00
CE0170	From Page to Stage or Podium	M	6:00–9:00	2 Sessions	\$175.00
CE0204	Audience Analysis for Writing for Professional Communication	Tu	6:00–9:00	1 Session	\$79.00
CE0205	Grammar and Mechanics for Writing Professional Communication	TuTh	6:00–9:00	2 Sessions	\$159.00
CE0206	Writing News Releases and Media Advisories	TuTh	6:00–9:00	2 Sessions	\$159.00
CE0207	Writing Copy for Brochures	TuTh	6:00–9:00	2 Sessions	\$159.00
CE0208	Web Writing and Social Media	Tu	6:00–9:00	1 Session	\$79.00
CE0209	Writing Copy for Print and Radio Advertisements, Posters	ThTu	6:00–9:00	2 Sessions	\$159.00
CE0210	Writing for Newsletters	ThTu	6:00–9:00	2 Sessions	\$159.00
CE0211	Writing Speeches and White Papers	ThTu	6:00–9:00	2 Sessions	\$159.00
CE0212	Letter Writing	ThTu	6:00–9:00	2 Sessions	\$159.00

### Screenwriting: page 6

CE0302	The Business of Screenwriting	Th	6:00–9:30	6 Sessions	\$525.00
CE0303	Screenwriting Basics I	Tu	6:00–9:30	10 Sessions	\$895.00
CE0304	Screenwriting Basics II	Th	6:00–9:30	10 Sessions	\$895.00
CE0305	Advanced Screenwriting	Arr	6:00–9:30	10 Sessions	\$895.00

## Spring 2010 Courses and Workshops

### Copyediting: pages 5–6

CE0281	Copyediting: Standard Procedures	MW	6:00–9:30	2 Sessions	\$190.00
CE0284	Copyediting: Grammar and Usage	MWM	6:00–9:30	3 Sessions	\$285.00
CE0285	Copyediting: Style and Clarity	W	6:00–9:30	1 Session	\$95.00
CE0286	Copyediting: Punctuation for Professionals	W	6:00–9:30	1 Session	\$95.00
CE0287	Copyediting: Fact Checking	M	6:00–9:30	1 Session	\$95.00
CE0288	Copyediting: Jargon and Concision	W	6:00–9:30	1 Session	\$95.00
CE0289	Copyediting: Bias-Free Language	M	6:00–9:30	1 Session	\$95.00
CE0290	Copyediting: Tools of the Trade	W	6:00–9:30	1 Session	\$95.00
CE0291	Copyediting: Proofreading and Indexing	MW	6:00–9:30	2 Sessions	\$190.00

### Creative Writing: page 8

CE0714	Memoir Writing	W	6:30–9:00	10 Sessions	\$650.00
CE0716	Poetry Writing	Th	6:30–9:00	10 Sessions	\$650.00

### Cultural Journalism: pages 8–9

CE0371	Arts, Entertainment, and Society	M	7:00–9:00	10 Sessions	\$525.00
CE0375	Freelancing as a Cultural Journalist	M	6:00–8:00	6 Sessions	\$350.00
CE0376	Critic's Choice: Theater	W	6:00–8:00	8 Sessions	\$450.00
CE0378	Critic's Choice: Fine Dining	Tu	6:45–8:45	8 Sessions	\$425.00+

### Graphic Novel Writing and Illustration: page 7

CE0352	Graphic Novel as Literature	W	6:30–9:00	10 Sessions	\$650.00
CE0354	Illustrating the Graphic Novel I	Tu	6:30–9:00	10 Sessions	\$650.00

### Marketing and Branding: page 15

CE0611	Understanding Your Customer	M	6:30–9:00	10 Sessions	\$650.00
CE0613	Building Powerful Brands	W	6:30–9:00	10 Sessions	\$650.00

### Digital Media Production: page 10

CE0404	Digital Media Production II	W	6:00–9:30	13 Sessions	\$995.00
--------	-----------------------------	---	-----------	-------------	----------

### Performing Arts Administration: page 11

CE0505	Financial Management for Performing Arts Organizations	W	6:30–8:30	10 Sessions	\$525.00
CE0506	Institutional Development and Leadership	Tu	6:30–8:30	8 Sessions	\$425.00

### Professional Communication: pages 12–14

CE0110	Foundations and Fundamentals of Professional Presentation	M	6:00–9:00	2 Sessions	\$175.00
CE0120	Managing Speech Anxiety	M	6:00–9:00	1 Session	\$89.00
CE0130	Audience Analysis and Strategies for Effective Listening	M	6:00–9:00	1 Session	\$89.00
CE0140	Developing Your Speech	M	6:00–9:00	3 Sessions	\$259.00
CE0150	Effective Techniques for Delivering Your Speech	M	6:00–9:00	3 Sessions	\$259.00
CE0160	Effective Use of Visual and Presentational Aids	M	6:00–9:00	1 Session	\$89.00
CE0170	From Page to Stage or Podium	M	6:00–9:00	2 Sessions	\$175.00
CE0204	Audience Analysis for Writing for Professional Communication	Tu	6:00–9:00	1 Session	\$79.00
CE0205	Grammar and Mechanics for Writing Professional Communication	TuTh	6:00–9:00	2 Sessions	\$159.00
CE0206	Writing News Releases and Media Advisories	TuTh	6:00–9:00	2 Sessions	\$159.00
CE0207	Writing Copy for Brochures	TuTh	6:00–9:00	2 Sessions	\$159.00
CE0208	Web Writing and Social Media	Tu	6:00–9:00	1 Session	\$79.00
CE0209	Writing Copy for Print and Radio Advertisements, Posters	ThTu	6:00–9:00	2 Sessions	\$159.00
CE0210	Writing for Newsletters	ThTu	6:00–9:00	2 Sessions	\$159.00
CE0211	Writing Speeches and White Papers	ThTu	6:00–9:00	2 Sessions	\$159.00
CE0212	Letter Writing	ThTu	6:00–9:00	2 Sessions	\$159.00

### Screenwriting: page 6

CE0303	Screenwriting Basics I	Tu	6:00–9:30	10 Sessions	\$895.00
CE0304	Screenwriting Basics II	Th	6:00–9:30	10 Sessions	\$895.00

M=Monday Tu=Tuesday W=Wednesday Th=Thursday F=Friday. Course schedules vary.

Check course descriptions in this catalog for specific schedules. \*Participant is responsible for such additional fees as dining, entertainment, or miscellaneous costs as specified.

Register early.  
See registration policies  
on pages 15–17.

## COPYEDITING MODULES

### CE0281

#### Copyediting: Standard Procedures

Two-session module  
Offered fall and spring semesters  
0.70 CEUs  
\$190.00

Gain facility with standard copyediting marks and operations. Learn copyediting methods, the basics of electronic editing and typemarking on screen and on hard copy; discover the need for copyediting and the details of getting work and job pricing for your services.

Fall 2009 schedule:  
Monday, September 21 and  
Wednesday, September 23  
6:00–9:30 pm

Spring 2010 schedule:  
Monday, January 25 and  
Wednesday, January 27  
6:00–9:30 pm

### CE0284

#### Grammar and Usage

Three-session module  
Offered fall and spring semesters  
1.05 CEUs  
\$285.00

Drill down to the basics of sentence structure in this review of the mechanics of language. Discover common language usage problems, sentence structure, issues of agreement, and the specific role individual words and groups of words play.

Fall 2009 schedule:  
Monday, September 28;  
Wednesday, September 30 and  
Monday, October 5  
6:00–9:30 pm

Spring 2010 schedule:  
Monday, February 1;  
Wednesday, February 3 and  
Monday, February 8  
6:00–9:30 pm

### CE0285

#### Style and Clarity

One-session module  
Offered fall and spring semesters  
0.35 CEUs  
\$95.00

In *Style and Clarity*, learn to edit for tone and voice. Also, discuss writing an organizational style guide.

Fall 2009 schedule:  
Wednesday, October 7  
6:00–9:30 pm

Spring 2010 schedule:  
Wednesday, February 10  
6:00–9:30 pm

### CE0286

#### Punctuation for Professionals

One-session module  
Offered fall and spring semesters  
0.35 CEUs  
\$95.00

Cover the basics and intricacies of using punctuation marks correctly, punctuation trends, and common punctuation foibles. In this module, explore the correct usage of such marks as commas, dashes, parentheses, semicolons, quotations, and hyphenations.

Fall 2009 schedule:  
Wednesday, October 14  
6:00–9:30 pm

Spring 2010 schedule:  
Wednesday, February 17  
6:00–9:30 pm

### CE0287

#### Fact Checking

One-session module  
Offered fall and spring semesters  
0.35 CEUs  
\$95.00

Success lies in communicating accurate information, and this module will teach you to become detail-oriented and carry out research to verify facts, dates, and figures. Discuss fact checkers and what copyeditors need to know about fact checking, including

media and libel law, reliable sources, and setting up solid fact checking systems. Stylebooks, reference works, dictionaries, and thesauruses are discussed.

Fall 2009 schedule:  
Monday, October 19  
6:00–9:30 pm

Spring 2010 schedule:  
Monday, February 22  
6:00–9:30 pm

### CE0288

#### Jargon and Concision

One-session module  
Offered fall and spring semesters  
0.35 CEUs  
\$95.00

Learn to recognize jargon and suggest appropriate sentence or word substitutions. Also learn to write concise sentences and paragraphs to improve clarity or accuracy.

Fall 2009 schedule:  
Wednesday, October 21  
6:00–9:30 pm

Spring 2010 schedule:  
Wednesday, February 24  
6:00–9:30 pm

### CE0289

#### Bias-Free Language

One-session module  
Offered fall and spring semesters  
0.35 CEUs  
\$95.00

Explore methods to avoid biased and offensive writing with gender-neutral language, knowledge of politically correct terminology, and racially/ethnically correct nomenclature.

Fall 2009 schedule:  
Monday, October 26  
6:00–9:30 pm

Spring 2010 schedule:  
Monday, March 1  
6:00–9:30 pm

## CE0290

### Tools of the Trade

One-session module  
Offered fall and spring semesters  
0.35 CEUs  
\$95.00

This module offers an overview of specialized editing opportunities (math, technical, food, etc.) and of related accepted resources, such as specialized style guides and dictionaries in addition to the *Chicago Manual of Style*, *AP Stylebook*, reference works, dictionaries, and thesauruses.

Fall 2009 schedule:  
Wednesday, October 28  
6:00–9:30 pm

Spring 2010 schedule:  
Wednesday, March 3  
6:00–9:30 pm

## CE0291

### Proofreading and Indexing

Two-session module  
Offered fall and spring semesters  
0.70 CEUs  
\$190.00

Learn the differences between copyediting and proofreading. Gain facility with standard proofreading marks and operations. This module also includes an overview of indexing procedures.

Fall 2009 schedule:  
Monday, November 2 and  
Wednesday, November 4  
6:00–9:30 pm

Spring 2010 schedule:  
Monday, March 15 and  
Wednesday, March 17  
6:00–9:30 pm

## SCREENWRITING WORKSHOPS

## CE0302

### The Business of Screenwriting

Six-session workshop  
Offered fall semester  
2.10 CEUs  
\$525.00

This seminar is for you if you have completed a screenplay and want to know the next steps to take toward becoming a professional screenwriter. Enjoy hearing how to pitch your screenplay, find an agent or producer, write query letters to get your screenplay read, enter screenplay contests and film festivals, market one screenplay while you write another, network, and become prepared for the life of a screenwriter.

Fall 2009 schedule:  
Thursdays, October 1, 8, 15, 22, and 29;  
November 5  
6:00–9:30 pm

## CE0303

### Screenwriting Basics I

Ten-session workshop  
Offered fall and spring semesters  
3.50 CEUs  
\$895.00

The focus of this workshop will be screenwriting basics—the three-act structure, proper formatting, screenplay theory and analysis, how to develop ideas into screenplays, the four-page treatment, and writing the first act of a screenplay.

Fall 2009 schedule:  
Tuesdays, September 22 and 29;  
October 6, 13, 20, and 27;  
November 3, 10, 17, and 24  
6:00–9:30 pm

Spring 2010 schedule:  
Tuesdays, February 2, 9, and 23;  
March 2, 16, 23, and 30;  
April 6, 13, and 20  
6:00–9:30 pm

## CE0304

### Screenwriting Basics II

Ten-session workshop  
Offered fall and spring semesters  
3.50 CEUs  
\$895.00

Participants will complete their first draft and write acts two and three in this workshop. Class is conducted in a workshop format. Participants and the instructor read, discuss, and analyze script pages in class.

Fall 2009 schedule:  
Thursdays, September 24;  
October 1, 8, 15, 22, and 29;  
November 5, 12, and 19; December 3  
6:00–9:30 pm

Spring 2010 schedule:  
Thursdays, January 28; February 4, 11,  
18, and 25; March 4, 18, and 25;  
April 1 and 8  
6:00–9:30 pm

## CE0305

### Advanced Screenwriting

Ten-session workshop  
Offered fall semester  
3.50 CEUs  
\$895.00

In this workshop each participant focuses on rewriting his or her completed script or develops and works on a new script. Individuals enrolled in the certificate program or graduate from the certificate program may attend as many semesters as desired. (Prerequisite: CE0304, Screenwriting Basics II)

Fall 2009 schedule: Arranged

Work toward a professional certificate. See details on page 14.

## GRAPHIC NOVEL WRITING and ILLUSTRATION COURSES

### CE0351

#### Introduction to Comic Art

Ten-session course  
Offered fall semester  
2.50 CEUs  
\$650.00

Participants will survey the continuing evolution of comic art of the past 100 years. Lectures and discussions will focus on influential cartoonists who have mastered the ability to communicate through sequential illustrations. Participants will learn to see beyond what they expect from a graphic novel to discover creative possibilities for themselves.

Fall 2009 schedule:  
Wednesdays, September 23, and 30;  
October 7, 14, 21, and 28;  
November 4 and 18;  
December 2 and 9  
7:00–9:30 pm

### CE0352

#### Graphic Novel as Literature

Ten-session course  
Offered spring semester  
2.50 CEUs  
\$650.00

This course is an in-depth study of the nature and content of graphic novels. Through discussion, participants will examine various approaches to storytelling, character development, and the use of images. Participants will survey different graphic-novel genres, including memoir, fantasy, fiction, social criticism, and history, by reading selections of such authors as Art Spiegelman, Craig Thompson, Will Eisner, and Marjorie Satrapi.

Spring 2010 schedule:  
Wednesdays, February 3, 10, 17 and 24; March 3, 17, 24, and 31;  
April 7 and 14  
6:30–9:00 pm

### CE0353

#### Writing the Graphic Novel I

Ten-session course  
Offered fall semester  
2.50 CEUs  
\$650.00

Writing the Graphic Novel I is a workshop designed to guide participants through the early stages of writing a graphic novel. Participants will learn to create engaging, active characters; develop coherent narrative around those characters; write a detailed scene-by-scene outline of their story; and begin scripting through such graphic-novel formats as page breaks and panel descriptions.

Fall 2009 schedule:  
Thursdays, September 24;  
October 1, 8, 15, 22, and 29;  
November 5, 12, and 19; December 3  
6:30–9:00 pm

### CE0354

#### Illustrating the Graphic Novel I

Ten-session course  
Offered spring semester  
2.50 CEUs  
\$650.00

This intensive workshop is designed to guide participants through the early stages of developing the look of a graphic novel, character designs, and the overall visual style. Participants will choose a story or have their own story idea that they wish to illustrate. Attendees will learn to develop model sheets for the main characters, find all visual references necessary (i.e., locales, props), storyboard/block out four pages of the story, and script and draw four pages of the story.

Spring 2010 schedule:  
Tuesdays, February 2, 9, and 23;  
March 2, 16, 23, and 30;  
April 6, 13, and 20  
6:30–9:00 pm

### CE0357

#### Graphic Novel Portfolio Project

Six-session course  
Offered fall semester  
1.50 CEUs  
\$390.00

Each participant will rewrite, refine, and present his/her graphic novel for critical review. They also will be encouraged to submit their work for publication, and discuss such professional practices as searching for an artist (writer or illustrator) to collaborate with.

Fall 2009 schedule:  
Tuesdays, September 22 and 29;  
October 6, 13, 20, and 27  
6:30–9:00 pm

### CE0358

#### Freelancing as a Graphic Novelist

Six-session course  
Offered fall semester  
1.50 CEUs  
\$390.00

Participants will learn survival strategies for artistic collaboration, self-promotion, publication, marketing, copyrights, and other pertinent topics related to real-world work as a graphic novelist.

Fall 2009 schedule:  
Tuesdays, November 3, 10, 17, and 24;  
December 1 and 8  
6:30–9:00 pm

### About Continuing Education Units (CEUs) at Emerson College...

Non-credit learning activities offered by Professional Studies and Special Programs offer Continuing Education Units (CEUs). The CEU is a nationally recognized method of quantifying the time spent in the classroom during professional development learning activities. The purpose of CEUs is to provide a permanent record of the educational accomplishments of an individual who has completed significant non-credit educational and career enhancement experiences. Ten hours of instruction equals 1.00 CEUs; one hour of instruction equals 0.10 CEUs.

## CREATIVE WRITING WORKSHOPS

### CE0710

#### Sketch Comedy Writing

Ten-session workshop  
Offered fall semester  
2.50 CEUs  
\$650.00

This intensive workshop is designed to guide participants through the process of writing sketch comedy—from the initial pitch to the finished script. Participants will learn a variety of techniques for generating ideas, and will work as a group to craft polished, performance-ready sketches for both the stage and screen.

Fall 2009 schedule:  
Thursdays, September 24;  
October 1, 8, 15, 22, and 29;  
November 5, 12, and 19; December 3  
6:30–9:00 pm

### CE0712

#### Short Story Writing

Ten-session workshop  
Offered fall semester  
2.50 CEUs  
\$650.00

This workshop is for the short story writer who wants to focus on defining his/her voice, learn new techniques, and develop the ability to edit his/her original stories, and produce publication-ready stories. Workshop discussions of participants' stories will be supplemented by discussions of writing technique and occasional analysis of published fiction.

Fall 2009 schedule:  
Thursdays, September 24;  
October 1, 8, 15, 22, and 28;  
November 5, 12, and 19; December 3  
6:30–9:00 pm

### CE0714

#### Memoir Writing

Ten-session workshop  
Offered spring semester  
2.50 CEUs  
\$650.00

Great memoirs allow readers to contemplate their own experiences through the authors' writing. Participants will consider a spectrum of perspectives on the art of remembering, found in memoirs both short and long. Participants will read and discuss memoirs in class, and learn narrative writing techniques used to engage the reader. Participants also will learn to apply memoir-writing strategies to their own writing.

Spring 2010 schedule:  
Wednesdays, February 3, 10, 17, and 24; March 3, 17, 24, and 31;  
April 7 and 14  
6:30–9:00 pm

### CE0716

#### Poetry Writing

Ten-session workshop  
Offered spring semester  
2.50 CEUs  
\$650.00

Participants will work toward mastering the craft of writing poetry. The use of sound, rhythm, images, word, line, and syntax will be covered in this workshop. Participants also will explore such topics as methods to generate poems, learning a poet's vocabulary, and revising poems. Writers will refine their poems through workshop critiques and discussion.

Spring 2010 schedule:  
Thursdays, February 4, 11, 18, and 25;  
March 4, 18, and 25; April 1, 8, and 15  
6:30–9:00 pm

## CULTURAL JOURNALISM COURSES

### CE0371

#### Arts, Entertainment, and Society

Ten-session course  
Offered spring semester  
2.00 CEUs  
\$525.00

Arts, Entertainment, and Society is designed for participants who wish to pursue careers in writing for the entertainment industry and individuals interested in the relationship of communication and entertainment to popular culture, globalization, cultural studies, marketing, advertising, and ethics. The course will focus on the historical context of entertainment, and the roles and effects of entertainment concepts in such areas as high art, popular culture, and politics.

Spring 2010 schedule:  
Mondays, February 1, 8, and 22;  
March 1, 5, 22, and 29;  
April 5, 12, and 26  
7:00–9:00 pm

### CE0372

#### Introduction to Arts and Entertainment Writing

Ten-session course  
Offered fall semester  
2.00 CEUs  
\$525.00

Participants will focus on the fundamentals of writing, grammar, spelling, syntax, form, and validity of information; and practice the basics of news writing for the arts. They will learn to research, understand what makes a story interesting, and create written work that exhibits good leads, organization, informative content, and polished endings. Guest speakers will be invited to share their expertise throughout the course.

Fall 2009 schedule:  
Wednesdays, September 23 and 30;  
October 7, 14, 21, and 28; November 4 and 18; December 2 and 9  
7:00–9:00 pm

**Extend your skill set with a professional certificate. Join us at an information session. See inside front cover for session dates.**

### CE0373

#### Reporting and Writing on the Cultural Beat

Ten-session course  
Offered fall semester  
2.00 CEUs  
\$525.00

Participants will learn and practice good reporting, researching, news-gathering, editing, and rewriting skills. Emphasis will be placed upon writing feature articles, cultural news selection and news values, ability to get the facts, ability to tell a story, accuracy, and journalistic responsibility.

Fall 2009 schedule:  
Mondays, September 28;  
October 5, 19, and 26;  
November 2, 9, 16, 23, and 30;  
December 7  
6:00–8:00 pm

### CE0375

#### Freelancing as a Cultural Journalist

Six-session course  
Offered spring semester  
1.20 CEUs  
\$350.00

Participants will find and focus their stories, strengthen reporting and interviewing skills, and learn survival strategies on the feature production path. This course covers such topics as story pitching, writing the query letter, story meeting to final publication, and other pertinent topics related to real-world work as a cultural journalist.

Spring 2010 schedule:  
Mondays, February 1, 8, and 22;  
March 1, 5, and 22  
6:00–8:00 pm

### CE0376

#### Critic's Choice: Theater

Eight-session course  
Offered spring semester  
1.60 CEUs  
\$450.00, price of tickets included

Come to the theater for press night and talk-back discussions for three professional theater companies in Boston: the Huntington Theatre Company, Lyric Stage Company, and SpeakEasy Stage Company. Receive press packets, view the performances, observe the post-show discussions, write your critique, and discuss your observations in class. (Participants will attend three plays and meet in five separate class sessions for discussion. Play titles TBD).

Spring 2010 schedule: Wednesdays:  
Class nights: February 24;  
March 3, 24, and 31; April 7  
Three theater nights: TBD  
6:00–8:00 pm

### CE0381

#### Covering the Arts for Television

Eight-session course  
Offered fall semester  
1.60 CEUs  
\$425.00

Television provides broadcast journalists with the opportunity to transport their viewers to theater productions, films, museums, and cultural events. This course will cover the fundamental writing, interviewing, and production skills necessary for producing stories for television or for the Internet. The course will provide the skill set to create such television stories as profiles, interviews, and behind-the-scenes glimpses, to help inspire appreciation for the arts. Note: This course does not entail actual production or on-air work. Covering the Arts for Television will cover the skills participants need to arrive at that point.

Fall 2009 schedule:  
Tuesdays, September 29;  
October 6, 13, 20, and 27;  
November 3, 10, and 17  
6:30–8:30 pm

### CE0378

#### Critic's Choice: Fine Dining

Eight-session course  
Offered spring semester  
1.60 CEUs  
\$425.00, plus dining costs

How many ways can you say delicious? Hone your palate and writing skills as you explore the fundamentals of restaurant criticism. Learn what to order and how to describe your restaurant experience. By structuring restaurant reviews within editorial constraints and parameters, you will get a feel for what it is like to be a professional diner. Classes will include three restaurant visits, scheduled for participants to dine anonymously and gather enough information about the chef and menu, to write a publishable review.

Spring 2010 schedule:  
Tuesdays, February 2, 9, and 23;  
March 2, 16, 23, and 30; April 6  
6:45–8:45 pm

### CE0385

#### Cultural Journalism: Final Capstone

Six-session course  
Offered fall semester  
1.20 CEUs  
\$350.00

Participants will rewrite, refine, and present a prepared portfolio of reviews, news stories, profiles, and feature articles for critical review. Participants also will be encouraged to submit their work for publication.

Fall 2009 schedule:  
Tuesdays, September 29;  
October 6, 13, 20, and 27;  
November 3  
6:30–8:30 pm

You may enroll in as many courses as you wish, to learn about different topics.

## DIGITAL MEDIA PRODUCTION COURSES

### CE0403

#### Digital Media Production I

Twelve sessions  
Offered fall semester  
4.20 CEUs  
\$995.00

Digital Media Production I is the first of a two-semester course designed to introduce participants to digital video and new media production. Using a variety of applications, including Dreamweaver, Photoshop, Final Cut Pro, and DVD Studio Pro, participants will gain a basic competency in digital imaging, web design, and video production. The course also emphasizes concept development and pre-production, and students produce treatments, storyboards or other pre-visualizations for several short video productions.

Fall 2009 schedule:  
Wednesdays, September 16, 23, and 30; October 7, 14, 21, and 28;  
November 4 and 18;  
December 2, 9, and 16  
6:00–9:30 pm

### CE0404

#### Digital Media Production II

Thirteen sessions  
Offered spring semester  
4.55 CEUs  
\$995.00

In Digital Media Production II, participants learn to use more advanced production techniques, including animation for web and video, title design, special effects, color correction, data compression, and sound design. This course also provides an introduction to such applications as Flash, motion, and After Effects; and offers training for more advanced applications in such programs as Photoshop, Final Cut Pro, and Soundtrack Pro.

Prerequisite: Digital Media Production I (CE0403)

Spring 2010 schedule:  
Wednesdays, January 20 and 27;  
February 3, 10, 17, and 24; March 3,  
17, 24, and 31; April 7, 14, and 28  
6:00–9:30 pm

## VISUAL AND MEDIA ARTS\*

### Graduate Certificate in Entertainment Law Basics for Media Makers

This program consists of 12 graduate credits (four courses). The program will be offered beginning in Spring 2010. Interested parties should contact the Department of Professional Studies for more information.

This comprehensive series of courses offers media makers—both beginners and those with experience—a comprehensive overview of entertainment law and three detailed courses on the three C's of legal self-protection in the entertainment industry: contracts, copyrights, and clearances. No media maker should turn on a camera or lay down a soundtrack without knowledge of these critically important areas of entertainment law. Students will earn a 12-credit graduate certificate in Entertainment Law Basics for Media Makers and gain essential knowledge about critical aspects of entertainment law and their practical application to media making.

### Course 1: A Short History of Entertainment Law (3 credits)

This course provides a broad background in the key areas in entertainment law including issues of free speech, rights of privacy and publicity, and the development of intellectual property law in the United

States. Students will explore how the law has changed over time, with special attention given to key concepts and cases, and current issues in the legal community that may have an impact on media makers.

### Course 2: Contracts for Media Makers (3 credits)

This course covers contracts for the media maker's own employment, loan out companies, crew deal memos, location contracts, option/purchase agreements, writer contracts, actor deal memos and long form contracts, and others. Students will learn what to look for in contracts and what to avoid.

### Course 3: Copyright for Media Makers (3 credits)

Copyright is the basic protection that allows media makers to benefit from their work. This course will cover the history and basics of copyright law. Media makers will learn what may and may not be placed in copyright; the procedures for registering their creative work with the Copyright Office in Washington, D.C.; how copyright is enforced; and how it is transferred. Media makers will also learn about alternatives to copyright such as Creative Commons.

### Course 4: Clearances for Media Makers (3 credits)

Media makers must often rely on the copyrighted work of others—film and video footage, images, music—in their own work. In this class, participants will learn what rights need to be cleared and how to obtain those clearances. The course will also cover the issue of "fair use" and when it may apply to works that you create.

---

#### Also:

#### Graduate Certificate in Web Development for Media Makers

(Beginning in Fall 2010)

and

#### Graduate Certificate in Writing Short Films, Micro-Series, and Webisodes

(Beginning in Spring 2011)

\*Note: To participate in any of the Visual and Media Arts certificate programs, you must provide evidence of having completed a bachelor's degree program. Participation in and completion of graduate certificate programs in Visual and Media Arts is separate from admission to degree programs at Emerson College.

## PERFORMING ARTS ADMINISTRATION COURSES

### CE0501

#### Performing Arts Administration and Operation

Ten-session course  
Offered fall semester  
2.00 CEUs  
\$525.00

This course provides an introduction to effective management for the nonprofit performing arts organization. Course topics include missions and objectives, organizational management and structure, profit versus nonprofit status, budgets, and financial management. The class also will discuss working with artists, negotiating contracts, artistic programming, and developing partnerships.

Fall 2009 schedule:  
Wednesdays, September 23 and 30;  
October 7, 14, 21, and 28;  
November 4 and 18; December 2 and 9  
6:30–8:30 pm

### CE0503

#### Fundraising for Performing Arts Organizations

Ten-session course  
Offered fall semester  
2.00 CEUs  
\$525.00

Participants will develop skills and knowledge of fundraising for nonprofit performing arts organizations. Topics will include planning, proposal writing, and strategy design for fundraising; capital campaign development and management; annual fundraising for operations; use of special events; the basics of bequests and estate planning; working with volunteers; organizational leadership; board development; and ethics.

Fall 2009 schedule:  
Thursdays, September 24;  
October 1, 8, 15, 22, and 29;  
November 5, 12, and 19; December 3  
6:30–8:30 pm

### CE0505

#### Financial Management for Performing Arts Organizations

Ten-session course  
Offered spring semester  
2.00 CEUs  
\$525.00

This course gives participants the opportunity to develop skills and knowledge of financial management for nonprofit performing arts organizations, including an understanding of the various users of financial information and their expectations and needs. Participants will learn to use such financial management tools as program budgets, organizational budgets, and cash flow. They also will design a budget process and practice interpreting and presenting financial information.

Spring 2010 schedule:  
Wednesdays, February 3, 10, 17, and  
24; March 3, 17, 24, and 31;  
April 7 and 14  
6:30–8:30 pm

### CE0506

#### Institutional Development and Leadership

Eight-session course  
Offered spring semester  
1.60 CEUs  
\$425.00

This course explores the issues of organizational development, institutional leadership, strategic planning, and execution. Participants will learn about leadership, governance, strategic planning, and measurement and execution. The course will cover how senior executives conduct organizational analysis, work with boards of directors and senior staff, and adapt performing arts institutions to the ever-changing culture in which they operate. Guest speakers will share perspectives on different class topics throughout the course.

Spring 2010 schedule:  
Tuesdays, February 2, 9, and 23;  
March 2, 16, 23, and 30; April 6  
6:30–8:30 pm

### CE0510

#### Performing Arts Administration Capstone Project

Eight-session course  
Offered fall semester  
1.60 CEUs  
\$425.00

The Performing Arts Administration Capstone Project is designed by the participant and a mentor to showcase professional accomplishment. The capstone project is a tangible demonstration of competence and can be placed in a professional portfolio for prospective employers to review.

Fall 2009 schedule:  
Mondays, September 21 and 28;  
October 5, 19, and 26;  
November 2, 9, and 16  
6:30–8:30 pm

### Department of Professional Studies and Special Programs

The Department of Professional Studies and Special Programs at Emerson College is a specialized educational organization that provides highly focused learning activities to help professionals advance their careers. The Department serves as a gateway to career advancement in the distinct environments of communication, media, and the arts. Learning activities—such as courses, workshops, seminars, and certificate programs—are offered at various levels of training. Through dedicated instruction, the Department of Professional Studies and Special Programs strives to arm professionals with the knowledge required to remain on top of current industry trends, and to prepare them for success in the communication field of their choice.

The Department of Professional Studies and Special Programs offers non-credit courses and workshops in communication and the arts. Enrollment in non-credit, non-degree courses and certificate programs is open to individuals who have a high school diploma or GED. Prerequisite requirements apply in some instances.

## 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](http://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.

## MARKETING and BRANDING COURSES

### CE0610

#### Setting the Marketing Foundation

Ten-session course  
Offered fall semester  
2.50 CEUs  
\$650.00

Marketing is the discipline of delivering customer satisfaction at a profit. Participants will begin by understanding key marketing terminology and concepts, and learn the importance of the marketing mix (product, price, place, and promotion). They will apply marketing techniques and demonstrate how marketing interfaces with other business activities.

Fall 2009 schedule:

Mondays, September 28; October 5, 19, and 26; November 2, 9, 16, 23, and 30; December 7  
6:30–9:00 pm

### CE0612

#### Integrating the Marketing Message

Ten-session course  
Offered fall semester  
2.50 CEUs  
\$650.00

Successful marketers maximize sales opportunities for their brands by using integrated marketing communication. Participants will develop insight into how a consistent message is created across the promotional mix of advertising, personal selling, sales promotion, direct marketing, Internet marketing, and public relations. They then will prepare an integrated marketing communication plan for a product or service of their choice.

Fall 2009 schedule:

Wednesdays, September 23 and 30; October 7, 14, 21, and 28; November 4 and 18; December 2 and 9  
6:30–9:00 pm

### CE0611

#### Understanding Your Customer

Ten-session course  
Offered spring semester  
2.50 CEUs  
\$650.00

Consumer research is essential for making effective decisions to affect the success of a brand in the marketplace. Participants will learn to use such appropriate methodology as questionnaires and focus groups, and apply these techniques toward the development of new products and improved service by targeting the most profitable customer segments. Participants will develop the ability to design research studies, interpret data, present clear findings, and draw implications for their brands.

Spring 2010 schedule:

Mondays, February 1, 8, and 22; March 1, 5, 22, and 29; April 5, 12, and 26  
6:30–9:00 pm

### CE0613

#### Building Powerful Brands

Ten-session course  
Offered spring semester  
2.50 CEUs  
\$650.00

How do companies build powerful brands? Learn how companies identify or differentiate their goods and services, and offer value. In Building Powerful Brands, participants will develop strategies and tactics for managing a brand, including name selection, package design, and product/service differentiation. Participants will demonstrate the knowledge they gain from the course by developing a plan to build their own powerful brand.

Spring 2010 schedule:

Wednesdays, February 3, 10, 17, and 24; March 3, 17, 24, and 31; April 7 and 14  
6:30–9:00 pm

### CE0616

#### Marketing and Branding Capstone Project: Selling Your Marketing Plan

Six-session course  
Offered fall semester  
1.50 CEUs  
\$390.00

Developing a sound marketing plan involves deciding on strategies that help an organization attain its overall objectives. In this final project that encapsulates all that has been learned in the certificate program, participants will develop a comprehensive marketing plan involving market and competitor analysis, objective setting, strategy and tactic development, budget setting, and establishing benchmarks. Participants will learn to organize the plan efficiently, and develop the ability to sell their plan effectively to senior management.

Fall 2009 schedule:

Tuesdays, October 13, 20, and 27; November 3, 10, and 17  
6:30–9:00 pm

## Are you planning to attend an information session?

Choose an information session date from the front inside cover of this brochure and join us.

Questions/RSVP: 617-824-8280

## REGISTRATION POLICIES

### WHO MAY REGISTER

The Department of Professional Studies and Special Programs is pleased to offer non-credit courses and workshops in communication and the arts. Enrollment in non-credit, non-degree courses and certificate programs is open to individuals who have a high school diploma or GED. Prerequisite requirements apply in some instances.

Emerson College reserves the right to change any provision in this brochure at any time. The College specifically reserves the right to change its tuition rates and any other financial charges. The College also reserves the right to rearrange its courses and class hours, to drop courses for which registration falls below the minimum enrollment, and to change instructor assignments.

### REGISTRATION PROCESS

#### Mail-in Registration

Fill out the registration form and mail it to:  
Emerson College  
Department of Professional Studies  
and Special Programs  
120 Boylston Street  
Boston, MA 02116

#### In-Person Registration

You may register in person at 148 Boylston Street, Boston. The Department of Professional Studies and Special Programs is located near the Boston Common and the Boylston Street station on the MBTA's green line.

#### Telephone/Fax Registration

Call 617-824-8280 between the hours of 9:00 am and 5:00 pm on Monday through Thursday, and 9:00 am to 4:00 pm on Friday. To register by fax, complete the registration form and fax it to 617-824-8158. Payment by credit card is required.

#### Registration Confirmations

All students who register receive registration confirmation, including the location and address of class(es).

## FEES AND PAYMENT

All individuals must pay tuition in full at the time of registration. Individual courses and workshops are as priced.

Certain programs also are as priced. Call 617-824-8280 for information or visit [emerson.edu/ce](http://emerson.edu/ce).

Payment can be made with cash, personal check, money order, certified check, American Express, Visa, or MasterCard. Make checks payable to Emerson College.

### DROPS AND WITHDRAWALS

Students are considered in attendance until formal written notice of withdrawal is received by Professional Studies and Special Programs. To drop a course without academic penalty, you must officially notify the Department of Professional Studies and Special Programs. Note: Non-attendance of classes and verbal messages to faculty or staff do not constitute official notification. Failure to provide notice in writing will result in a grade of NF. Further, you will be responsible for all charges.

### REFUND AND WITHDRAWAL POLICIES

Requests to withdraw (drop only) from non-credit, non-degree programs may be made at any time by e-mail, fax, telephone, or in person to the Department of Professional Studies and Special Programs.

The refund schedule is as follows:

**Prior to the first session** of any course/workshop: 100% refund.

**Before the third session** of a course/workshop with eight or more sessions: 75% refund. **No refund thereafter.**

After one or two sessions of a course/workshop with **four to six sessions**: 50% refund. **No refund thereafter.**

No refund for dropping a two-session course/workshop after the first session has met.

## CALENDAR

### Fall 2009

#### Sep 14

Fall semester begins

#### Oct 12

Columbus Day—no classes

#### Nov 11

Veterans Day—no classes

#### Nov 25–29

Thanksgiving—no classes

#### Dec 22

Last day of fall semester

### Spring 2010

#### Jan 19

Spring semester begins

#### Feb 15

President's Day—no classes

#### Mar 6–14

Spring Break—no classes

#### Apr 19

Patriot's Day—no classes

#### May 5

Last day of spring semester

Note:

**Course schedules vary.** Check course descriptions in this catalog for course schedules or for updated schedule information visit [emerson.edu/ce](http://emerson.edu/ce).

For most classes, you may register on a seat-available basis until the first day of the class.



## Section E • Optional Information

Please indicate any non-credit certificate program of interest to you:

- |   |   |
|---|---|
| <input type="checkbox"/> Performing Arts Administration | <input type="checkbox"/> Screenwriting              |
| <input type="checkbox"/> Digital Media Production       | <input type="checkbox"/> Copyediting                |
| <input type="checkbox"/> Marketing and Branding         | <input type="checkbox"/> Professional Communication |
| <input type="checkbox"/> Cultural Journalism            | <input type="checkbox"/> Graphic Novel Writing      |

Would you like to be added to our e-mail list?

- Yes  No

Would you like to be added to our snail-mail list?

- Yes  No

## Section F • Registration and Refunds

### Mail-in Registration

Fill out the registration form and mail it to:

Emerson College  
Department of Professional Studies  
and Special Programs  
120 Boylston Street  
Boston, MA 02116

### In-Person Registration

You may register in person at 148 Boylston Street, Boston. The Department of Professional Studies and Special Programs is located near the Boston Common and the Boylston Street station of the MBTA's green line.

### Telephone/Fax Registration

Call 617-824-8280 between the hours of 9:00 am and 5:00 pm on Monday through Thursday, and 9:00 am to 4:00 pm on Friday. To register by fax, complete the registration form and fax it to 617-824-8158. Payment by credit card is required.

### Registration Confirmations

All students who register receive registration confirmation, including the location and address of class(es).

### REFUND AND WITHDRAWAL POLICIES

Requests to withdraw (drop only) from non-credit, non-degree programs may be made at any time by e-mail, fax, telephone or in person to the Department of Professional Studies and Special Programs.

The refund schedule is as follows:

**Prior to the first session** of any course/workshop: 100% refund.

**Before the third session** of a course/workshop with eight or more sessions: 75% refund. **No refund thereafter.**

After one or two sessions of a course/workshop with **four to six sessions**: 50% refund. **No refund thereafter.**

No refund for dropping a two-session course/workshop after the first session has met.

Bookstore: Barnes & Noble at Emerson College, 114 Boylston St., Boston, MA. 617-824-8696 • [emerson.bncollege.com](http://emerson.bncollege.com)

## 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](http://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.

Questions?

E-mail us at [continuing@emerson.edu](mailto:continuing@emerson.edu) or call 617-824-8280.

The Department of Professional Studies and Special Programs welcomes individuals who have an interest in communication and the arts. 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 adhere to the College's guidelines for certificate programs, and submit a Request for Certificate Form to the Department of Professional Studies and Special Programs within one year of program completion.

# Non-Credit Professional Certificate Programs: Requirements

## Copyediting

Copyediting Certificate participants will successfully complete the nine required copyediting course modules.

### Required Courses:

- CE0281 Copyediting: Standard Procedures
- CE0284 Grammar and Usage
- CE0285 Style and Clarity
- CE0286 Punctuation for Professionals
- CE0287 Fact Checking
- CE0288 Jargon and Concision
- CE0289 Bias-Free Language
- CE0290 Tools of the Trade
- CE0291 Proofreading and Indexing

Copyediting modules...p. 5

## Performing Arts Administration

Performing Arts Administration Certificate participants will successfully complete the three required courses, two electives, and the Final Capstone Project course.

### Required Courses:

- CE0501 Performing Arts Administration and Operation
- CE0502 Marketing for Performing Arts Organizations
- CE0505 Financial Management for Performing Arts Organizations

### Elective Courses:

- CE0503 Fundraising for Performing Arts Organizations
- CE0506 Institutional Development and Leadership
- CE0508 Producing and Planning an Artistic Season
- CE0509 Managing Performing Arts Venues

CE0510 FINAL CAPSTONE PROJECT:  
Required of all certificate candidates

Performing Arts Administration...p. 11

## Screenwriting

Screenwriting Certificate participants will successfully complete the two required courses and one elective.

### Required Courses:

- CE0303 Screenwriting Basics I
- CE0304 Screenwriting Basics II

### Elective Courses:

- CE0302 The Business of Screenwriting
- CE0305 Advanced Screenwriting
- CE0301 Film History
- CE0306 Shoot Your Own Movie

Screenwriting courses...p. 6

## Digital Media Production

Digital Media Production Certificate participants will successfully complete the following courses, including the Capstone Project.

### Required Courses:

- CE0401 Digital Media Production I
- CE0403 Digital Media Production II (prerequisite: CE0401)
- CE0409 Video Animation and Advanced Effects (prerequisites: CE0401 and CE0403)
- CE0410 Web and New Media Animation (prerequisites: CE0401 and CE0403)

THE CAPSTONE PROJECT:  
Required of all certificate participants

Digital Media Production courses...p. 10

## Cultural Journalism

Cultural Journalism Certificate participants will successfully complete the three required courses as well as one elective course and the Final Portfolio Capstone course.

### Required Courses:

- CE0371 Arts, Entertainment, and Society
- CE0372 Introduction to Arts and Entertainment Writing
- CE0373 Reporting and Writing on the Cultural Beat

### Elective Courses:

- CE0374 Rewriting for Publication
- CE0375 Freelancing as a Cultural Journalist
- CE0376 Critic's Choice: Theater
- CE0378 Critic's Choice: Fine Dining
- CE0380 New Media Arts Coverage
- CE0381 Covering the Arts for Television

CE0385 FINAL PORTFOLIO CAPSTONE:  
Required of all certificate candidates

Cultural Journalism courses...p. 8

## Marketing and Branding

Marketing and Branding Certificate participants will successfully complete the three required courses, one elective, and the Final Capstone course.

### Required Courses:

- CE0610 Setting the Marketing Foundation
- CE0612 Integrating the Message
- CE0613 Building Powerful Brands

### Elective Courses

- CE0611 Understanding Your Customer
- CE0614 Creating an Advertising Campaign
- CE0615 Generating the Publicity Buzz

CE0616 THE FINAL CAPSTONE:  
Required of all certificate participants

Marketing and Branding courses...p. 15

## Graphic Novel Writing and Illustration

Graphic Novel Writing and Illustration Certificate participants will successfully complete the four required courses, one elective, and the Final Portfolio course.

### Required Courses:

- CE0351 Introduction to Comic Art
- CE0352 Graphic Novel as Literature
- CE0353 Writing the Graphic Novel I
- CE0354 Illustrating the Graphic Novel I

### Elective Courses

- CE0355 Writing the Graphic Novel II
- CE0356 Illustrating the Graphic Novel II
- CE0358 Freelancing as a Graphic Novelist

CE0357 FINAL PORTFOLIO PROJECT:  
Required of all certificate candidates

Graphic Novel courses...p. 7

## Professional Communication

Professional Communication Certificate participants will successfully complete either the required speech or writing courses:

### SPEECH CONCENTRATION REQUIREMENTS

- CE0110 Foundations and Fundamentals of Professional Presentation
- CE0120 Managing Speech Anxiety
- CE0130 Audience Analysis and Strategies for Effective Listening
- CE0140 Developing Your Speech
- CE0150 Effective Techniques for Delivering Your Speech
- CE0160 Effective Use of Visual and Presentation Aids
- CE0170 From Page to Stage or Podium

### WRITING CONCENTRATION REQUIREMENTS

- CE0204 Audience Analysis for Writing for Professional Communication
- CE0205 Grammar and Mechanics for Writing for Professional Communication
- CE0206 Writing News Releases and Media Advisories
- CE0207 Writing Copy for Brochures
- CE0208 Web Writing and Social Media
- CE0209 Writing Copy for Print and Radio Advertisements, Posters
- CE0210 Writing for Newsletters
- CE0211 Writing Speeches and White Papers
- CE0212 Letter Writing

Professional Communication courses...p. 12

**Guidelines for all participants pursuing non-credit certificates at Emerson College...p. 14**