TECHNICAL AND BUSINESS WRITING, CERTIFICATE

Begin Campus: Abington
End Campus: Abington

Program Description
Designed for adults learners who seek a competitive edge in the workplace and current undergraduate students preparing for careers. Program provides two tracks:

1. technical (proposals, reports, research strategies, web-based) and
2. business (design, composing in multimedia, web-based).

Both include how to create informative, persuasive, web pages and presentations common to business, industry, and government. Students are assigned a faculty mentor, and create and maintain an e-portfolio. The program can be completed for 18 undergraduate credits.

Program Requirements
To earn an undergraduate certificate in Technical and Business Writing, a minimum of 15 credits is required.

Students will complete five courses from either track:

Technical Writing Track
Effective Writing: Technical Writing (ENGL 202C) is a prerequisite.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ART 201 or COMM 241</td>
<td>Intro to Digital Arts: Computer Graphics</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 215</td>
<td>Introduction to Article Writing</td>
<td>3</td>
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<tr>
<td>ENGL 416</td>
<td>Science Writing</td>
<td>3</td>
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<tr>
<td>ENGL 418</td>
<td>Advanced Technical Writing and Editing</td>
<td>3</td>
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<tr>
<td>ENGL 420</td>
<td>Writing for the Web</td>
<td>3</td>
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Business Writing/Web Track
Effective Writing: Business Writing (ENGL 202D) is a prerequisite.

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<td>ENGL 419</td>
<td>Advanced Business Writing</td>
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<td>ENGL 420</td>
<td>Writing for the Web</td>
<td>3</td>
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<tr>
<td>ENGL 480</td>
<td>Communication Design for Writers</td>
<td>3</td>
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Academic Advising
The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information need to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (http://senate.psu.edu/policies-and-rules-for-graduate-students/32-00-advising-policy)

Abington
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