



ACADEMIC ALERT #2003-8

DATE: March 17, 2003
DECISION: College of Arts and Sciences (CAS)

Certificate in Corporate Written Communication

Rationale

In an effort to remain a leader in offering professional writing programs to non-traditional students, the English Department has designed a Certificate in Corporate Written Communication comprised of three graduate courses selected from an existing menu of courses already offered as part of the Master of Science in Written Communication Degree. The three-course sequence can serve as a gateway to the Master's Degree, since graduate students are allowed to take three courses before declaring themselves as part of the Master's Degree Program. The entrance requirements for the Certificate are the same as the entrance requirements for the Master's in Written Communication. If they choose to continue beyond the Certificate, they may do so seamlessly, without any additional testing or application procedures.

SAPC and Provost Office Green Light to Concept Paper: September 13, 2001
SAPC Approval of Final Proposal: December 12, 2002
Faculty Senate Approval: January 15, 2003

Current Program Authorizations

The University currently has authorization to offer the M.S. in Written Communication and therefore the Certificate in Corporate Written Communication in Illinois: Chicago, North Suburban, and West Suburban Regional Consortia; and in the State of Florida.

IMPLEMENTATION DATE: January 15, 2003

CONTACT: Joanne Koch, Associate Professor, Department of English, Ext. 3103

SIGNATURE:

Dr. John A. Brighton
Provost and Senior Vice President for Academic Affairs

Criteria for Admission

Certificate students go through the same admission procedure as those applying for the master's degree. They declare at the time of application that they are applying to the Certificate program. They recognize that they will be taking courses with students in the Master's program, and that they will receive a Certificate upon completion of the 3-course sequence. At that point, they will have the option of declaring their desire to enroll in the Master's Degree Program. They can do so seamlessly, since they have already gone through the admissions procedures.

Assessment Plan

CAS graduate courses in Written Communication require the equivalent of 30 pages of writing from students for each 3-semester hour course. For each course in the Certificate curriculum, students must complete a paper or project worthy of submission for professional consideration. Certificate students are held to the same grading standards as Master's Degree students.

Description of Program and Curriculum

The Certificate program consists of three (3) courses. Two courses are required and one is an elective.

Certificate Program in Corporate Written Communication

REQUIRED COURSES (Select 2)

COURSE CODE	COURSE TITLE (s)	SEMESTER HOURS
LAE 450	Fundamentals of Journalism	3
LAE 461	Writing Promotional and Advertising Copy	3
LAE 500	Advanced Expository Writing	3
LAE 595	Special Topic, related to Corporation Communication, such as "Public Relations: The Role of the Writer"	1-3

ELECTIVES (Select 1)

COURSE CODE	COURSE TITLE (s)	SEMESTER HOURS
LAE 460	Editing and Publishing the Small Journal	3
LAE 501	Writing from Reading	3
LAE 515	Feature Writing	3
LAE 517	Technical Writing	3
LAE 595	Special Topics, such as "Writing the Nonfiction Book" and "Desk Top Publishing"	1-3

Implementation

The information for this Certificate needs to be added to the next graduate catalogue.2004-2006.

Offices of admissions, registrar, financial aide, student services, enrollment, marketing and recruitment need to be familiar with this new Certificate so that students' needs are met appropriately.

Description of this Certificate needs to be published in appropriate NLU publications, so that students in all three colleges are aware of this opportunity.

Enrollment staff need to be aware of the difference between this new Certificate program and the existing Master of Science Degree in Written Communication, and how to market this Certificate as a feeder to existing degree programs.

The College of Arts and Sciences and the College of Management and Business need to collaborate on ways to integrate this new Certificate program with the Bachelor of Science in Management (BSM) degree.