



A Smart Career Move . . .

# Professional Writing Certificate

Executives in today's highly competitive job market rank "Communication Skills" as the #1 qualification they look for in a candidate.<sup>1</sup> And 95% of all employers want employees who possess excellent reading and writing skills.<sup>2</sup> With a professional writing certificate from the Department of Associate Studies in Summit College, you'll enhance your writing skills in a wide variety of business settings. Earn a certificate and . . .

- Learn professional writing techniques from highly-qualified professors with academic credentials and real-world writing experience in the fields of technical writing, advertising, Web writing, collaborative writing, and business writing.
- Stand out among a crowd of applicants in today's competitive job market.
- Earn college credits toward a degree while pursuing the certificate.
- Learn how to effectively work on a team.

Contact Kelly Webb at [kwebb@uakron.edu](mailto:kwebb@uakron.edu) or 330-972-7140 for more information.

**Choose 12 or more credits from the following courses:**

- 2020:222 Technical Report Writing (3 credits)
- 2020:224 Writing for Advertising (4 credits)
- 2020:226 Electronic Reference Resources in the Computer Age (3 credits)
- 2020:227 Writing for the World Wide Web (3 credits)
- 2020:290 Special Topics (1-4 credits)
- 2540:119 Business English (3 credits) or
- 3300:390 Professional Writing I (3 credits)



**Build your resume and enhance your marketable job skills with a Professional Writing Certificate from Summit College at The University of Akron.**

<sup>1</sup>National Association of Colleges and Employers, November 2008. <http://www.naceweb.org>

<sup>2</sup>Workforce Oregon. Oregon Employment Department 2004 Employer Survey.