

# Business Writing

The **Certificate in Business Writing** (15 units) focuses on the writing skills that are necessary to develop communications materials for an organization. Students in the program learn persuasion principles, how to better understand audience needs, and cutting-edge message design strategies.

The program is designed to support people who have attended college and are looking to grow in their current position or transition into a strategic communications role.

Contact: Joe Cruz  
Phone: 314-935-8665  
Email: [cjoe@wustl.edu](mailto:cjoe@wustl.edu)  
Website: <https://caps.wustl.edu/programs/certificates/>

## Requirements

### Certificate in Business Writing

**Required Courses:** 9 units

Code	Title	Units
Comm 203	Writing for Business Communication	3
Comm 262	Integrated Strategic Communications	3
EComp 324	Writing for Public Speaking	3
<b>Total Units</b>		<b>9</b>

**Elective Course in Technical Writing:** 3 units

Code	Title	Units
JRN 345	Effective Editing	3
or Comm 331	Technical Writing	
<b>Total Units</b>		<b>3</b>

**Elective Course in Creative Writing:** 3 units

Any course in poetry, fiction or creative nonfiction will fill this requirement. Some sample courses include the following:

Code	Title	Units
EComp 313	Creative Nonfiction	3
EComp 3153	Creative Nonfiction: Writing Ourselves, Writing the World	3
EComp 316	Poetry Writing	3
EComp 317	Fiction Writing: The Moral of the Story: Writing Fiction about Ethics, Philosophy, and Morality	3
EComp 323	The Art of the Personal Essay	3
EComp 330	The Art of Nature and Travel Writing	3
EComp 332	Introduction to Screenwriting	3
EComp 339	Masters of Fantasy Writing	3