

# Business Writing Certificate

The **Certificate in Business Writing** 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 (or who have at least completed two foundational composition courses) and are looking to grow in their current position or transition into a strategic communications role.

Students are able to complete this certificate online. However, course availability may vary depending on the semester.

*Business-related programs at WashU Continuing & Professional Studies (CAPS) are not accredited by the Association to Advance Collegiate Schools of Business (AACSB International) at WashU. Most courses are 3 units.*

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