



Clemson University - Center for Corporate Learning  
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**Education & Training Plan**  
**Writing Professional Certificate Program with Externship**

Student Full Name: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**Program includes National Certification & an Externship Opportunity**  
**Mentor Supported**

**Writing Professional Certificate Program with Externship**

Course Code: CLEM-A-WRIT  
Program Duration: 6 Months  
Course Contact Hours: 375  
Student Tuition: \$3,799

**The Writing Professional**

Successful writing encompasses comprehension, instruction, persuasion, entertainment, problem-resolution, evaluation, investigation, explanation and refutation – all various ends at which writing is aimed. Professional and academic writing requires students to be able to bring in a multitude of facts, points of view, opinions and studies that can inform the writing they're pulling together, illuminate the message they're trying to convey or support the position they're aiming to take. Effective writing is a critical function for any profession making these skills highly desirable in any type of job where writing reports, writing customer-facing collateral or submitting written proposals is a common task. Additionally, students interested in pursuing professions based in writing would benefit tremendously from these skills.

**The Writing Professional Program**

The Writing Professional program develops written communication skills with an emphasis on understanding the writing process, analyzing readings, and practicing writing for personal and professional applications. Students will have the opportunity to really break down the writing process and see how it is useful in constructing and finally writing their own work. Students will discover various styles and sentence structures that can alter the meaning and impact of their writing and ensure they have the tools necessary to convey the meaning they intend, communicate their thoughts effectively and clearly and ensure their writing is presented professionally in terms of grammar, spelling and other issues that can otherwise inhibit successful writing. Students will learn the various techniques appropriate to different writing purposes as well as the different tones and styles applicable to particular contexts (professional, academic, clinical, etc.)

## Education and National Certifications

- Students should have or be pursuing a high school diploma or GED.
- There are no state approval and/or state requirements associated with this program.
- There is a National Certification exam available to students who successfully complete this program:
  - **Microsoft Office Specialist (MOS) Certification Exam.**

## Program Objectives

At the conclusion of this program, students will be able to:

- Apply the steps of the writing process and identify essay components
- Write effective and grammatically correct paragraphs
- Analyze the role of reading and writing in your academic and professional career
- Write effective and grammatically correct essays
- Apply strategies to achieve clarity and effective style in writing
- Differentiate between the writing pattern types, sentence types and parts of sentences
- Discriminate between proper and improper use of punctuation in writing
- Apply the proper use of punctuation and spelling in writing
- Examine strategies and guidelines for writing an effective research paper
- Write an effective and grammatically correct research paper
- Apply research strategies and methods for finding information
- Apply the steps of the writing process and appropriate research and citation methods to write essays, literary analyses, and research papers
- Critique writing samples in terms of style, substance, research and citation methods
- Differentiate between the MLA, APA, and Chicago style guides
- Use Microsoft Office

## National Certification

Upon successful completion of this Clemson University program, students would be eligible to sit for the Microsoft Office Specialist (MOS) exam. Although there are no state approval, state registration or other state requirements for this program, students who complete this program at Clemson University will be prepared and are eligible to sit for this national certification exam. Students who complete this program are encouraged to complete the externship option with their program. Students who complete this program can and do sit for the MOS national certification exams and are qualified, eligible and prepared to do so. Clemson University works with each student to complete the exam application and register the student to take their national certification exam.

## Externship / Hands on Training / Practicum

Although not a requirement, once students complete the program, they have the ability to participate in an externship and/or hands on practicum so as to practice the skills necessary to perform the job requirements of a professional in this field. Students will be assisted with completing a resume and/or other requirements necessary to work in this field. All students who complete this program are eligible to participate in an externship and will be placed with a participating organization near their location. Clemson University works with national organizations and has the ability to place students in externship opportunities nationwide.

**Clemson University contact:** If students have any questions regarding this program including national certification and externships, **they should call Juanita Durham of Clemson University at 864.656.3984 or via email at [jdrhm@clemsun.edu](mailto:jdrhm@clemsun.edu).**

Note: No refunds can be issued after the start date published in your Financial Award document.



## About Clemson University!

Clemson Online, a unit reporting directly to the Provost, works closely with leadership teams across the University to develop, market, and deliver top-quality courses and programs in blended and online formats. The office provides vision, leadership, coordination, and expertise in support of faculty design, delivery, and evaluation of technology-enhanced, blended, and fully online courses and instructional materials. Dynamic, transformative, and unique eLearning opportunities characterize Clemson's approach to online teaching and learning.

**Our Mission:** Clemson Online provides strategic leadership for online education, emphasizing innovative teaching and superior learning outcomes to maximize student success in 21st-century academic and professional contexts.

**Our Vision:** Clemson Online will define the public web-grant university through measurable achievements in online education, research, and service.

The office is committed to pursuing strategic opportunities, providing supportive resources, promoting superior educational quality, and ensuring faculty involvement and responsibility in shaping Clemson's online future.



## Clemson University and Pearson Education

The Clemson University's Office of Professional and Continuing Education eLearning programs were developed in partnership with Pearson Education to produce the highest quality, best-in-class content and delivery necessary to enhance the overall student learning experience, boost understanding and ensure retention. Pearson Education is the premier content and learning company in North America offering solutions to the higher education and career training divisions of colleges and universities across the country aimed at driving quality education programs to ensure student success. Please visit us at [www.pearson.com](http://www.pearson.com).

## About Pearson Education

Welcome to Pearson. We have a simple mission: to help people make more of their lives through learning. We are the world's leading learning company, with 40,000 employees in more than 80 countries helping people of all ages to make measurable progress in their lives. We provide a range of education products and services to institutions, governments and direct to individual learners, that help people everywhere aim higher and fulfil their true potential. Our commitment to them requires a holistic approach to education. It begins by using research to understand what sort of learning works best, it continues by bringing together people and organizations to develop ideas, and it comes back round by measuring the outcomes of our products.

## **The Writing Professional Program Detailed Student Objectives:**

### **THE WRITING PROCESS**

- Identify the steps of the writing process
- Describe the purpose of each step of the writing process
- Identify steps of the writing process in examples of writing
- Complete a practice writing exercise using the steps of the writing process
- Describe the different parts of speech

### **PARAGRAPHS**

- Identify misplaced and dangling modifiers
- Identify sentence errors
- Recognize sentence types in sample writing
- Describe the different types of sentences
- Define parallelism
- Use parallelism in writing
- Define a body paragraph
- Explain the importance of thesis statements
- List the characteristics of effective body paragraphs
- Compose the topic sentence of a body paragraph
- Describe the importance of the topic sentence of a paragraph
- Recognize effective body paragraphs
- Write an effective body paragraph
- Identify transitions within paragraphs

### **CRITICAL THINKING SKILLS**

- List the critical thinking skills necessary to the writing process
- Describe how reading for comprehension contributes to effective writing
- Describe how critical thinking and analysis contribute to effective writing
- Analyze the use of visual images in a variety of texts
- Describe the elements of an argument
- State the rules for comma use in the English language

### **INTRODUCTION TO COLLEGE WRITING**

- Compare features of academic writing and professional writing
- Describe characteristics of academic writing
- Compare and contrast writing from different media
- State the rules for end mark use in the English language

### **INTRODUCTION TO ESSAYS**

- List characteristics of effective essay writing
- Describe the key elements of an essay
- Describe different types of introductions
- Write an effective and grammatically correct essay
- Identify the characteristics of effective body paragraphs
- Describe different types of conclusions
- Identify common structural errors and flaws in logical reasoning in essays
- State the rules of colon and semicolon use
- Discriminate between proper and improper use of commas, end marks, colons, and semicolons in writing samples
- Edit sentences to correct improper use of punctuation
- Apply punctuation rules to compose correctly punctuated sentences
- Describe other common punctuation marks used in writing

### **WRITING A SUMMARY**

- Define summary
- Describe five steps for writing a summary
- Define paraphrasing
- Describe the role of paraphrasing in writing a summary
- Identify summaries in writing samples
- Define quotation marks
- Explain when to use quotation marks in writing
- Recognize effective use of quotations in writing samples

### **RESEARCH WRITING**

- Describe the characteristics of a research paper
- List strategies for writing an effective research paper
- Identify the steps for writing a research paper
- Apply the steps for writing a research paper
- List potential resources for writing a research paper
- Describe a bibliography and its appropriate use and style

### **WRITING IN THE DISCIPLINES**

- Explain how writing styles and formats change among academic disciplines
- List the different formats and styles for research papers
- Describe APA style and when it should be used
- Describe MLA style and when it should be used
- Describe Chicago style and when it should be used
- Differentiate between the APA, MLA, and Chicago styles
- Identify whether a style guide has been applied to a writing sample

### **CLARITY AND STYLE IN WRITING**

- Describe emphatic writing
- Apply strategies to achieve emphasis in writing
- Describe ways to include details and varied word choice in writing
- Explain appropriate language use for different purposes and audiences in writing
- Explain the importance of clear and concise writing
- Identify clear and effective writing styles in writing samples
- Identify typical spelling problems
- List common spelling rules
- Identify incorrect spelling in writing samples
- Apply the rules of spelling to correct spelling issues in writing samples

### **PATTERNS OF WRITING: DESCRIPTION AND NARRATION**

- Describe different writing patterns and their uses
- Define descriptive writing
- Use description appropriately in writing based on purpose and intended audience
- List guidelines for using description
- Define narration
- Use narration appropriately in writing based on purpose and intended audience
- List guidelines for using narration
- Use the hyphen correctly in spelling
- Describe the proper use of hyphens

### **PATTERNS OF WRITING: CLASSIFICATION**

- Define classification
- Use classification appropriately in writing based on purpose and intended audience

- List guidelines for using classification
- State the rules for capitalization, titles, and subtitles
- Describe the use of italics and underlines

### **PATTERNS OF WRITING: COMPARISON AND CONTRAST**

- Define comparison and contrast
- Use comparison and contrast in writing based on purpose and intended audience
- List guidelines for using comparison and contrast
- Categorize sample writings by patterns type
- List the rules for abbreviating

### **UNDERSTANDING RESEARCH**

- Explain the purpose of research
- Identify how to narrow ideas through research
- Identify strategies for comprehending research materials

### **RESEACH STRATEGY**

- Explain how to develop a research strategy
- Describe how to use appropriate research sources
- Apply research methods to locate information on a given topic
- Describe different search languages
- Explain how search engines are used
- Describe Internet research strategies

### **LIVE SOURCES**

- Describe how to find experts
- Explain how to arrange and conduct interviews
- Describe how to create interview questions
- Describe how to take notes during the interview session
- Explain how to incorporate survey results into research papers

### **WORKING WITH SOURCES**

- Identify strategies for evaluating resources
- List different methods for gathering information
- Explain how to integrate resources into research writing
- Describe different ways to document sources

### **TOOLS AND STRATEGIES FOR AVOIDING PLAGIARISM**

- Describe note-taking strategies
- Define plagiarism
- Explain how to use journal entries in note taking
- Describe the consequences of plagiarism

### **ORGANIZING AN ESSAY**

- Describe each step of the writing process
- Explain how to create an outline
- Describe the steps for writing the first draft
- Identify transitional expressions to use between sentences and paragraphs
- Describe the purpose of introductory, supporting, and concluding paragraphs
- Write introductory, supporting, and concluding paragraphs
- Critique writing samples in terms of organization

### **REVISING AND EDITING STRATEGIES**

- Discuss the five strategies for revising
- Describe the importance of structure in an essay

- State the purpose for revising and editing
- Describe methods for improving word choice
- Explain how to improve sentences in a paragraph
- Draft an essay
- Revise an essay
- Edit an essay

#### **MLA, APA, AND CHICAGO DOCUMENTATION STYLES**

- Describe the formatting of the MLA style guide
- Describe the MLA citation format
- Differentiate between MLA, APA, and Chicago formatting

#### **WRITING STYLES AND FORMATS**

- Differentiate the appropriate documentation in sample writings for different disciplines
- Differentiate the language, style, and format in sample writings for different disciplines
- Describe strategies for writing in the different disciplines

#### **WRITING IN THE HUMANITIES**

- Describe how to narrow the focus of a topic in the humanities
- Discuss the various methods of performing research
- Describe how to create a thesis with a topic
- Explain the process of presenting a thesis
- Describe the style of writing needed for the humanities
- Explain the type of documentation styles needed for the humanities

#### **WRITING IN THE SOCIAL SCIENCES**

- Describe how to narrow the focus of a topic in the social sciences
- Discuss the various methods of collecting data
- Describe how to create a thesis with a topic
- Explain the process of presenting a thesis
- Describe the style of writing needed for the social sciences
- Explain the type of documentation styles needed for the social sciences

#### **WRITING IN THE APPLIED SCIENCES**

- Describe the importance of methodology in the applied sciences
- Describe the strategies used for writing in the applied sciences
- Describe the components needed for an applied science paper
- Explain the type of documentation styles for the applied sciences

**Note: This program can be completed in 6 months. However, students will have online access to this program for a 24-month period.**

## **MICROSOFT OFFICE Module**

- Use an integrated software package, specifically the applications included in the Microsoft Office suite
- Demonstrate marketable skills for enhanced employment opportunities
- Describe proper computer techniques for designing and producing various types of documents
- Demonstrate the common commands & techniques used in Windows desktop
- List the meaning of basic PC acronyms like MHz, MB, KB, HD and RAM
- Use WordPad and MSWord to create various types of documents
- Create headings and titles with Word Art
- Create and format spreadsheets, including the use of mathematical formulas
- Demonstrate a working knowledge of computer database functions, including putting, processing, querying and outputting data
- Define computer terminology in definition matching quizzes
- Use the Windows Paint program to alter graphics
- Use a presentation application to create a presentation with both text and graphics
- Copy data from one MS Office application to another application in the suite
- Use e-mail and the Internet to send Word and Excel file attachments
- Demonstrate how to use the Windows Taskbar and Windows Tooltips
- Explain how copyright laws pertain to data and graphics posted on the Internet
- Take the college computer competency test after course completion
- Follow oral and written directions and complete assignments when working under time limitations

**Note:** Although the Microsoft Office Module is not required to successfully complete this program, students interested in pursuing free Microsoft MOS certification may want to consider completing this Microsoft Office Module at no additional cost.

### **System Requirements:**

#### **Windows Users:**

- Windows 8, 7, XP or Vista
- 56K modem or higher
- Soundcard & Speakers
- Firefox, Chrome or Microsoft Internet Explorer

#### **Mac OS User:**

- Mac OS X or higher (in classic mode)
- 56K modem or higher
- Soundcard & Speakers
- Apple Safari

#### **iPad Users:**

- Due to Flash limitations, eLearning programs are NOT compatible with iPads

#### **Screen Resolution:**

- We recommend setting your screen resolution to 1024 x 768 pixels.

#### **Browser Requirements:**

- System will support the two latest releases of each browser. When using older versions of a browser, users risk running into problems with the course software.
- Windows Users: Mozilla Firefox, Google Chrome, Microsoft Internet Explorer
- Mac OS Users: Safari, Google Chrome, Mozilla Firefox

#### **Suggested Plug-ins:**

- Flash Player
- Real Player
- Adobe Reader
- Java