



UNIVERSITY  
of Prince Edward  
ISLAND

Office of  
CONTINUING EDUCATION *and*  
PROFESSIONAL DEVELOPMENT



# CERTIFICATE IN PROFESSIONAL COMMUNICATIONS

## DESCRIPTION OF CERTIFICATE

Success in any venture, including businesses and organizations, depends on the level and quality of communication. Communication has many aspects: internal communication between employees, the ability to clearly communicate with external audiences—including public speaking, and the selection of the appropriate platform(s) by which to communicate. Considering all aspects is important to ensure that a business/organization will be successful.

The *Certificate in Professional Communication* gives participants the skills and knowledge to be proficient communicators in various facets. Through expert facilitators, participants will learn how to write and communicate effectively in the modern workplace, be given the skills to overcome nervousness and project confidence in public speaking, and how to successfully communicate about events and initiatives across several platforms.

This certificate program will improve participants' confidence to communicate in several different ways, allowing them to help their business or organization effectively deliver messages to its internal and external audiences.

## INTRO TO WORKPLACE WRITING

(FIVE WEEKS; ASYNCHRONOUS)

In this five-week *Intro to Workplace Writing* course, participants will learn how to write for the twenty-first-century workplace and be given tools and techniques for professional communication. As they navigate work in a digital age, with many operating in a work-from-home culture, participants will learn:

- » updated strategies for enhancing communication
- » new team-communication tools such as Slack, Asana, and Google Docs.
- » how to ensure messages are heard and understood for a smooth workflow
- » updated email etiquette strategies—what was acceptable ten years ago no longer is!
- » how to craft a message for an external audience versus an internal one
- » how to employ effective content creation tools such as content calendars and style guides
- » how to recognize their own bias when crafting messages
- » inclusive language best practices and brush up on some basic grammar

This course is virtual and can be completed independently over five sessions; course material will be released weekly each Wednesday. There are videos and short assignments.

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## PUBLIC SPEAKING FUNDAMENTALS

SIX HOURS

Many people feel ill-prepared or are afraid to speak in public. This course will teach participants the fundamentals of public speaking and how to cope with their fears. It will cover several topics to start people along their journey of becoming more skilled public speakers. Knowledge is power and practice makes perfect!

In *Public Speaking Fundamentals*, participants will learn—through a combination of lectures and exercises—about how they can prepare both mentally and physically to give a presentation that is engaging, interesting, and memorable.

Course content includes:

- » reviewing the different forms of public speaking
- » learning why public speaking skills are important
- » exploring the causes of public-speaking fear
- » learning techniques to overcome the fear of public speaking
- » learning formal and informal presentation formats
- » discussing audience behaviours and non-verbal communication

This course is ideal for anyone who needs to engage in public speaking but lacks the confidence to do so.

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## EVENT COMMUNICATION

NINE HOURS

A course for professionals, project officers, entrepreneurs, and many others, *Event Communication* will enhance the skills of participants, who will learn how to create communications products that are engaging, make an impact, and successfully promote an event. Those enrolled in the course will learn public relations strategies and skills to successfully design, implement, and evaluate messages that are effective and influence stakeholders. In addition to improving their grammar and writing skills, participants will receive valuable guidance on how to craft communications materials so that they are prepared for their next event.

Topics include learning how to develop and write:

- » communications plans
- » scenario notes
- » speeches
- » webpages and blog articles
- » social media strategies and content