

## Faculty

### Debbie Horwitz

Debbie Horwitz is an accomplished Business Communications Skills Specialist who has designed and delivered numerous corporate and academic business writing and presentation courses on-site at corporations and in academic venues. She has created and delivered these courses at such institutions as American Express, Bank of America, New York Presbyterian Hospital, Hunter College and Columbia University. Her other expertise includes the areas of New Media, Health Care, Law and ESL course design. She also has extensive background in the Corporate Training field as an on-site facilitator for the Heinz Corporation and as an administrator in the media and corporate finance fields for such companies as Paramount Pictures, and Marsh and McLennan.

Courses: English Composition, Business Writing, Editing & Publishing, New Media: Writing For the Web & Beyond, Basic English Grammar for Job Readiness, Basic English Writing for Job Readiness

### Ellie Grossman

Ellie Grossman is the author of three books (including The Grammatically Correct Handbook). She is a freelance writer who wrote a nationally syndicated newspaper column for ten years, and who has contributed to the Daily News, Ladies' Home Journal, and Alfred Hitchcock Mysteries Magazine, among others.

Course: How to Write Anything Well

### Sergie Willoughby

Sergie Willoughby is a freelance writer who has worked in both print, broadcast journalism and public relations. Sergie has a Bachelor's Degree in Advertising & Marketing Communications from F.I.T., and a Journalism Certificate from NYU.

Course: Grammar Essentials

## Spring 2015 Schedule

### Required

Grammar Essentials (GRAESS)  
Tue. & Thu. 6:00-7:50pm; Starts 2/17 (6 sess.)

English Composition (ENGCOMP)  
Wed. 5:30-7:30pm; Starts 2/11 (6 sess.)

Business Writing (BUSWRI)  
Wed. 7:40-9:40pm; Starts 2/11 (6 sess.)

Basic English Writing for Job Readiness (BAENJOW)  
Tue. 5:30-7:30pm; Starts 3/3 (6 sess.)

Editing & Publishing Workshop (BCEDPUW)  
Sat. 9:30-12:30pm; Starts 2/21 (5 sess.)

New Media: Writing for the Web & Beyond (BCNEMED)  
Sat. 1:30-4:30pm; Starts 2/21 (5 sess.)

### Electives

How to Write Anything Well (HOWWRI)  
Wed 7:00-8:30pm; Starts 3/11 (6 sess.)

Basic English Grammar for Job Readiness (BAENJOG)  
Tue. 7:40-9:40pm; Starts 3/3 (6 sess.)

# CONTINUING EDUCATION at HUNTER

## Professional Writing

*This certificate is aimed at students who have good English oral skills, but are failing to communicate effectively in their writing. Students will learn to develop their English writing proficiency for business and academic studies.*



# Spring 2015



#### Daytime location:

695 Park Avenue; East Building Room E1022; NY, NY 10065  
Phone: 212-650-3850; Fax: 212-772-4302  
Email: ce@hunter.cuny.edu  
Mon.-Thu 9am-5pm; Fri. 9am-4:45pm

#### Evening location:

71 East 94th Street; 3rd Floor; Room 333; NY, NY 10128  
Phone: 646-963-6311; Email: ce@hunter.cuny.edu  
Mon.-Thu. 5-9pm

[www.hunter.cuny.edu/ce](http://www.hunter.cuny.edu/ce)

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# Professional Writing Certificate

## Certificate Requirements:

This certificate is **\$2400** and consists of **6** required courses and **2** electives. Payment plans are available. Please visit our website or office for payment plan options. Students can also register for courses individually, plus \$20.00 registration fee per semester.

## Certificate Courses:

### Grammar Essentials \$350 (GRAESS)

Formerly offered as "A Basic Review of Grammar & Writing I and II", this combined course is a comprehensive mix of both basic and advanced material. Through hands-on practical lessons and mini-writing workshops that focus on sentence structure, learn to apply essential grammar rules to everyday writing. Confusing grammar issues will also be examined. This course is ideal for anyone who needs a "brush-up" for school, work or test preparation.

### English Composition \$350 (ENGCOMP)

This course will help you build the strong foundation in writing skills essential for you to write in any area of your life. It accomplishes this by focusing on the basic composition skills including proper essay organization, paragraph development, sentence structure and grammar necessary to meet the requirements for college level coursework. After practicing the composition skills taught in this class, you will have the confidence to write anything and become a successful student and business professional.

### Business Writing \$350 (BUSWRI)

In this course, students will analyze, practice, and improve their skills in written business communication, including business letters, reports, memos, summaries, and email messages. The course will also address grammar and specialized business terminology to enhance professional communication.

Textbook: "Business Writing What Works What Won't" by Wilma Davidson

### Basic English Writing for Job Readiness \$350 (BAENJOW)

Good English writing is essential today to get and keep a good job. We live in a world today where we have to write professionally whether it be writing an e-mail or taking down an order or message over the phone. In this course, we will be concentrating on the basic elements of writing necessary to be successful on the job including sentence structure variety, paragraphs, e-mails and basic letters. Types of technical correspondence, and the seven principles of good writing.

### Editing & Publishing Workshop \$400 (BCEDPUW)

The role of the editor and proofreader is invaluable. One missed error can cost a company tens of thousands of dollars. In this course students will learn basic copyediting and proofreading skills that they can take into the work world as a freelance or full-time editor or proofreader. You will also learn the importance of style sheets and how to draft a good one, how to think like an editor, and how to query authors. Assignments will include editing articles from the print media, creating headlines that fit specific formats, and choosing photos that best illustrate your manuscript. By the end of the class students will have a solid foundation to interview for a job as an editor or proofreader in a variety communication specialties.

### New Media: Writing for the Web and Beyond \$400 (BCNEMED)

Social networking is a booming internet industry that can be utilized for business growth and promotion by even the most technologically challenged. This course will explore the advantages of internet outlets, such as blogging and Facebook, and teach students how to use these tools for the benefit of their business no matter the individual's level of online communication knowledge. By the end of the course, students will have prepared web-based publications, learned the fundamentals needed to create dialogue, and grown familiar enough with sites like Twitter to effectively build a community around their business.

## Electives:

### How to Write Anything Well \$275 (HOWWRI)

There's nothing mysterious or mind-boggling about writing well. All it takes are some basic rules of grammar, punctuation, sentence structure and practice using all correctly and effectively. This course offers all that without boring you to death.

### Basic English Grammar for Job Readiness \$350 (BAENJOG)

Good English grammar is essential for any kind of job today. Without grammar, a person cannot be understood on the job and become successful. In this course, we will be concentrating on the basic elements of grammar such as simple sentence structure and parts of speech necessary to get and keep a good job. We will be using the grammar in work related conversation practices and written exercises. Come join us and get the key grammar points that will result in your job success.



## We offer additional courses: (at extra cost)

- Advanced English Grammar For Job Readiness (ADENJOG) \$350
- Advanced English Writing For Job Readiness (ADENJOW) \$350

**Promotional Offer: Register for the basic course and receive 10% off the advanced level course!**

Note: These courses are not available during the Summer term