



# Technology, Business, and Communication: A winning combination for your career.

## Advantages of a Business & Technical Writing (BTW) Concentration

Want to get ahead rather than a headache? Then you may want to consider a concentration in Business & Technical Writing at USFSM.

“Communication is a critical skill in the workplace and one that many new entrants lack.” Susan Meisinger, past president and CEO of Society of Human Resource Management (2008)

Do you want to make yourself immediately employable?

Do you need to communicate to your colleagues, your staff, customers, or executive management—in writing and speaking—with more confidence and impact?

Do you want to lead more efficient operations, increase sales, motivate staff, and increase profits?

Whatever field you are planning to major in, knowing how to write for that world is essential:

If you need funding for your research or a loan for your business, you’ll need to write effectively and persuasively.

If you want to make a sale, change jobs or ask for a raise, you’ll need to know how to put your strongest pitch in writing.

Consider a concentration in Business & Technical Writing at USFSM. This pragmatic course of study can broaden and deepen your career possibilities.

## Broad Career Opportunities

If you enjoy writing, you can apply your aptitude for it in many ways.

Whatever career you choose, recent research shows that two thirds of salaried workers in U.S. corporations have jobs that require writing, and these workers spend upwards of 30 to 40 percent of their workday writing. And almost three quarters of workers complain about the

poorly written emails, memos, and reports they receive from others!

The National Commission on Writing concluded that a third of employees in the nation’s top corporations write poorly. Further, one third of all writing done in the business world fails to get the job done the first time. Our program aims to change those sorry statistics.

## Technical Writers Are in Demand

Makers of advanced consumer and industrial goods need technical writers to explain how to understand and use their products safely and effectively. So if you enjoy technology, our program shows you how to write clearly for the creators and users of technology. And companies need technical writers whose work will ensure the likes of a Challenger disaster never occurs again. (A poorly written memo contributed to that avoidable event in our history.)

## Business Writers Get the Job Done

If you enjoy business, our program shows you how to write effectively for that world as well. Today’s business professionals must gain support and cooperation within their organizations and externally with their customers. In our program you will learn through writing and speaking how to motivate employees, convince the investing pub-

lic of your company’s value, sell products and services, and keep the public and the regulators well informed. (Perhaps if BP’s ex-CEO, Tony Haywood, had graduated from our program, he might have done a better job communicating with the public about the Gulf oil spill crisis!)



To learn more about how you can concentrate your education in Business & Technical Writing, contact:  
Professor Tod Roberts [tr@sar.usf.edu](mailto:tr@sar.usf.edu) or Dr. Wilma Davidson [davidson@sar.usf.edu](mailto:davidson@sar.usf.edu).

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## Hone Your Competitive Edge

So, what, exactly, can you do with a BTW concentration? Admittedly, competition for jobs in every field is fierce—but a concentration in Business & Technical Writing from USFSM will give you a competitive edge. According to the Department of Labor Statistics, jobs in corporate communications are expected to grow faster than average and jobs in technical writing are increasing even faster. Here's a short list of careers where strong communications skills pay off in both initial job openings and long-term prospects:

- |                          |                        |                          |
|--------------------------|------------------------|--------------------------|
| Advertising              | Health Care            | Public Relations         |
| Broadcasting             | Information Technology | Script writing           |
| Business Management      | Journalism             | Sports Writing           |
| Corporate Communications | Marketing              | Technical Writing        |
| Freelancing              | Medical Writing        | Research & Development   |
| Finance                  | Non-profit Writing     | Training and Development |
| Grant Writing            | Publishing/Editing     |                          |

## Choose Your Electives

To prepare you for a successful communications career in the workplace, your business and technical writing education at USFSM may be strengthened with electives from the College of Business, Information Technology, and courses from the College of Arts and Sciences.

In addition to the core courses (in italics and marked with asterisks), you must elect four additional courses from this list:

<i>COMM 3310 Communication for Business &amp; the Professions*</i>	ENC 4260 Advanced Technical Writing
<i>ENC 3242 Technical Communications for Majors*</i>	ENC 4264 Managerial Communications
ENC 3246 Communications for Engineers	<i>ENC 4268 Business &amp; Technical Writing Senior Seminar*</i>
<i>ENC 3250 Professional Writing*</i>	ENC 4906 Business & Technical Writing Independent Study
ENC 3310 Expository Writing	ENC 4931 Selected Topics in Business & Technical Writing
ENC 3416 New Media for Technical Communications	ENC 4946 Business & Technical Writing Internship
ENC 4212 Business & Technical Editing	
ENC 4218 Visual Rhetoric for Technical Communication	

You can elect 0-4 courses in Information Technology from this list:

CGS 2100 Computers in Business	CIS 3360 Principles of Information Security
CEN 3722 Human-Computer Interface	CIS 4510 IT Project Management
COP 2030 Programming Concepts	CIS 4412 IT Resource Management
COP 2700 Database Systems	

And 0-4 courses from these electives in Business:

ACG 2021 Principles of Financial Accounting	BUL 3320 Law & Business
ACG 2071 Principles of Managerial Accounting	MAN 3025 Principles of Management
ECO 2013 Economics I (Macro)	MAR 3023 Basic Marketing
ECO 2023 Economics II (Micro)	

*The electives in business and IT courses will be available only in connection with a new B.A. degree in Business & Technical Communications proposed to commence in Fall 2013. Please check the USFSM website for announcements.*

*The information in this publication is also available at this web address:  
[http://www.todroberts.com/USF/BTW\\_TechFair\\_2012.pdf](http://www.todroberts.com/USF/BTW_TechFair_2012.pdf).*