



# 2021-2022 Certificate

**Certificate:** COPYWRITER (90-699-3)

**Credits:** 15 Credits

**Description:** The Gateway Technical College Copywriter certificate provides students the opportunity to demonstrate research, planning, copywriting, and evaluation skills in print and digital environments. They are able to create copy for various marketing pieces including ads, emails, press releases, scripts, social media pages, and websites. Students have experience using authoring software, a content management system, and social media. With this certificate and a degree, they can obtain entry-level copywriting positions such as advertising writers, communication specialists, or copywriters.

**Related Program:** Professional Communications

**Campuses Available:** Racine Campus and Online

## REQUIRED COURSES

✓	<u>Semester One</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
	699-133 Writing for Social Media	3	831-103 OR Placement Test Score	
✓	<u>Semester Two</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
	699-117 Research Fundamentals	3		
	699-131 Writing Copy for Sales	3	831-103 OR Placement Test Score	
	699-134 Writing for the Media	3	831-103 OR Placement Test Score	
	699-135 Writing for the Web	3	831-103 OR Placement Test Score	
<b>Total Credits</b>		<b>15</b>		

Students must meet one of the following: minimum high school GPA of 2.6, minimum college GPA of 2.0, or complete valid writing placement assessment.

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.