Business Communication

An Education that Always Sends the Right Message

SCE-COMMUNICATION.UWM.EDU
Improve your written, spoken and interpersonal communication skills
to distinguish yourself as you strive for clarity and career advancement. There is nothing more powerful than learning to express yourself articulately, and our professional instructors deliver the most relevant and up-to-date knowledge you’ll need. Courses may be taken individually or in pursuit of a certificate. Visit sce-communication.uwm.edu for full details.

Earn the Business Communication Certificate by completing four core courses, three electives and the capstone course in as little as 18 months (not to exceed three years).

**CORE**

**Business Style of Writing**  
Learn how the business style of writing enables writers and readers to understand each other without ambiguity. Very little grammar will be discussed, because business communication style simplifies it.

- **Wed., Feb. 5, 8:30am-4pm**
- Instructor: Judy Steininger
- Fee: $395 | Early Bird: $345 (register by Jan. 22)
- CEUs: 0.7
- Program No. 5050-6578

**Effective Interpersonal Communication Skills**

Learn about your communication style and how it affects others. Uncover your listening skills. Employ strategies for motivating performance improvement and overcoming perceptual barriers.

- **Tue.-Wed., June 3-4, 8:30am-4pm**
- Instructor: Laura Page
- Fee: $895 | Early Bird: $845 (register by May 20)
- CEUs: 1.4
- Program No. 5050-6470

**Effective Speaking and Presentation Skills**

Develop the techniques every effective speaker needs and discover the elements of great speeches, then practice them in a small group.

- **Tue.-Wed., May 20-21, 8:30am-4pm**
- Instructor: Kim Beck
- Fee: $695 | Early Bird: $645 (register by May 6)
- CEUs: 1.4
- Program No. 5050-6543

**Emotional Intelligence I: Dealing with Difficult People, Including Yourself!**

Develop an understanding of how the brain, body and emotions interact with each other, and learn how to identify the triggers of conflict in the workplace.

- **Tue.-Wed., Mar. 18-19, 8:30am-4pm**
- Instructor: Patricia Clason
- Fee: $895 | Early Bird: $845 (register by Mar. 4)
- CEUs: 1.4
- Program No. 5050-6455
ELECTIVES

Business Writing Formats **NEW!**
Explore the formats of business communication and the importance of an efficient release of information, as you learn to apply the appropriate formats for every audience.
*Note: Course is applicable for technical writers as well.*

- Fri., Mar. 14, 8:30am-4pm
- Instructor: Judy Steininger
- Fee: $395 | Early Bird: $345 (register by Feb. 28)
- CEUs: 0.7
- Program No. 5050-6580

Developing a Communications Strategy **NEW!**
Your communications strategy should establish objectives, audiences, messages, tools and activities, resources and timescales, and evaluation and amendments. Cover all six principles in-depth, and walk away with an action plan.

- Thu., May 1, 8:30am-4pm
- Instructor: Anne Schwartz
- Fee: $395 | Early Bird: $345 (register by Apr. 17)
- CEUs: 0.7
- Program No. 5050-6654

Emotional Intelligence II: Deepening Your Emotional Intelligence Skills
Gain more insight into the dynamics and successful management of relationships, and increase your awareness in regards to controlling emotions and impulses when adapting to change.

- Thu.-Fri., Mar. 20-21, 8:30am-4pm
- Instructor: Patricia Clason
- Fee: $895 | Early Bird: $845 (register by Mar. 6)
- CEUs: 1.4
- Program No. 5050-6456

Facilitating Difficult Meetings: How to Achieve Consensus and Collaboration
Hone your facilitation skills, and avoid the pitfalls of group decision making when it comes to important issues like strategic planning.

- Tue., Mar. 11, 8:30am-4pm
- Instructor: Laura Page
- Fee: $395 | Early Bird: $345 (register by Feb. 25)
- CEUs: 0.7
- Program No. 5050-6466

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SCE CUSTOMIZED TRAINING SOLUTIONS are designed around your goals, objectives, industry and culture.

CONTACT RACHELLE PEROTTO at sce-customized@uwm.edu or 414-227-3243 to begin tailoring a unique employee training experience today.

Visit sce-communication.uwm.edu or contact Jan Allen at allen3@uwm.edu or 414-227-3219 and advance your career today!
From Conflict to Resolution: Managing and Mediating Conflict at Work

Examine causes of conflict (both organizational and interpersonal), explore how to manage emotions and how to respond effectively in challenging conversations.

Tue., May 6, 8:30am-4pm
Instructor: Laura Page
Fee: $395 | Early Bird: $345 (register by Apr. 22)
CEUs: 0.7
Program No. 5050-6468

Handling Difficult Conversations

Uncover the secrets great leaders use for responding to employee performance problems immediately, comfortably and with assurance.

Tue., Apr. 29, 8:30am-4pm
Instructor: Victor Gray
Fee: $395 | Early Bird: $345 (register by Apr. 15)
CEUs: 0.7
Program No. 5050-6462

“*If you want me to lecture at you, then this course is NOT for you. Come prepared to work in groups, apply course strategies and techniques through case studies focused upon the real issues you deal with.*”

Victor Gray
Instructor

FOR MORE DETAILS AND A FULL LIST OF BUSINESS CERTIFICATE PROGRAMS

Visit
SCE-BUSINESS.UWM.EDU

• ADVANCED LEADERSHIP
• EMERGING LEADERS
• EMOTIONAL INTELLIGENCE
• TEAM EFFECTIVENESS
AND MORE!

Listening Skills

Harness your listening ability and develop it as one of the fundamental building blocks for better rapport with your co-workers.

Tue., May 13, 8:30am-Noon
Instructor: Ben Merens
Fee: $195 | Early Bird: $145 (register by Apr. 29)
CEUs: 0.4
Program No. 5050-6469

Negotiation Skills

Discover influential skills to facilitate productive and lucrative solutions. Learn to state your case while respecting the views of others. Lead constructive conversations and reach fair agreements.

Tue., Apr. 15, 8:30am-4pm
Instructor: Rodney (Buck) Hillestad
Fee: $395 | Early Bird: $345 (register by Apr. 1)
CEUs: 0.7
Program No. 5050-6453
GENERAL INFORMATION

Register:
sce-registration.uwm.edu
800-222-3623 | 414-227-3200
Mon.-Fri., 8am-5pm CST

Location:
Programs will be held at the UWM School of Continuing Education, 161 W. Wisconsin Avenue. SCE is conveniently located in downtown Milwaukee.

For the latest information on getting to and from SCE, visit sce-directions.uwm.edu. The webpage includes access to printable color PDFs of current maps, information about parking, public transportation information and other details relevant to our location. Visit sce-hotels.uwm.edu for an abundance of nearby lodging and entertainment options.

Program Cancellations/Refunds*
A full refund is issued to program participants if the School of Continuing Education cancels a program for any reason. Participant withdrawals made at least two weeks (14 days) prior to the start of a program can receive a 100% refund. When a participant withdraws less than two weeks prior to the program start, participants may have their fees transferred one time to any currently available program, otherwise participants will receive a refund minus a 20% administrative fee. For programs with a fee of $35 or less, no refund will be given, if a participant withdraws within two weeks of the start date. Once a program has begun, refunds are no longer issued.

More SCE Professional Development Opportunities:

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Personal Enrichment Opportunities:

Learn a New Language. Explore a New World.
At SCE, you can discover culture, ease your travel experiences and exercise your mind through face-to-face and online language courses:

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- French
- Japanese
- Russian
- Chinese
- German
- Korean
- Spanish
- Italian
- Portuguese
- Swedish

Personal Enrichment | sce-enrichment.uwm.edu
Effective communication, whether it be written, spoken or simply implied, is integral to your success in business. Attend targeted, noncredit courses to develop and practice your speaking, writing, presenting, listening and facilitating skills as you earn your Business Communication Certificate.

**SEND THE RIGHT MESSAGE**

**REGISTER TODAY TO SAVE $50!**
EARLY BIRD PRICING APPLIES WHEN YOU ENROLL AT LEAST TWO WEEKS IN ADVANCE.

For more information
contact Jan Allen at 414-227-3219
or allen3@uwm.edu

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