



**FLORIDA
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TO: Joseph Compomizzi, Director, Business Communications
FROM: Barclay Barrios, Associate Dean of Undergraduate Studies and Broward Campuses
RE: Courtesy Concurrence Request – Undergraduate Certificate in Strategic Business Communications
DATE: December 2, 2025

Thank you for sharing the proposal for the Undergraduate Certificate in Strategic Business Communications. After careful review and consultation with Dean Horswell, the College of Arts and Letters cannot provide concurrence for the following reasons:

1. Duplication of Existing Program

The proposed certificate closely mirrors our existing Professional and Technical Writing Certificate (PTWC), which already serves the purpose of preparing students for advanced professional communication (see <https://www.fau.edu/artsandletters/ptwc/>) and which already incorporates several courses from the College of Business. Approving a second certificate with similar objectives would create unnecessary duplication and could confuse students and employers. This is particularly salient in a time when the state is emphasizing efficiency and taking a close look at all programs across the SUS.

2. Use of the Term “Strategic Communication”

The title and description of the proposed certificate use terminology associated with the academic discipline of Strategic Communication, which is housed in our School of Communication and Multimedia Studies. The courses listed in the proposal focus on business writing and applied communication rather than strategic communication as defined in the field. This misalignment may mislead students and dilute the integrity of the discipline.

While we cannot support the creation of a separate certificate, we value collaboration and invite the College of Business to explore integrating its courses into our existing PTWC certificate. This approach would allow students to benefit from both areas of expertise without duplicating programs and would strengthen interdisciplinary opportunities across colleges.

Please let us know if you would like to discuss this option further. We appreciate your commitment to enhancing student success and look forward to continued collaboration.