



TEXAS TECH UNIVERSITY
Rawls College of Business

Georgie G. Snyder Center for Business Communication

NEW!

MICROCREDENTIALS

Rawls College students can enhance their skills in business communication by earning exclusive microcredentials through the Snyder Center for Business Communication (CBC). These microcredentials will help you develop the professionalism, critical thinking, and emotional intelligence needed to jumpstart your career and succeed in today's business world. Microcredentials can be showcased on social media and professional resumes.



TEAM COMMUNICATION

Recipients of the Team Communication Microcredential have demonstrated excellence in using interpersonal communication to strengthen teamwork and productivity.

REQUIREMENTS

- › Participate in **two** CBC workshops
- › Participate in **two** CBC consultations focused on team projects or team building
- › Complete one of the following:

Earn a 90+ on a group project in a Rawls College course

Hold a leadership position in a club, organization, or job for at least three months

Receive a recommendation from a Rawls College faculty member



VERBAL COMMUNICATION

Recipients of the Verbal Communication Microcredential have demonstrated excellence in presenting and speaking in business settings.

REQUIREMENTS

- › Participate in **two** CBC workshops
- › Participate in **two** CBC consultations focused on the creation or revision of a presentation or speech
- › Complete one of the following:

Earn a 90+ on a presentation in a Rawls College course

Give a presentation or speech for a club, organization, or university-related event

Receive a recommendation from a Rawls College faculty member



WRITTEN COMMUNICATION

Recipients of the Written Communication Microcredential have demonstrated excellence in writing for business settings.

REQUIREMENTS

- › Participate in **one** CBC workshop
- › Participate in **three** CBC consultations focused on the creation or revision of written documents
- › Complete one of the following:

Earn a 90+ on a writing assignment in a Rawls College course

Receive a recommendation from a Rawls College faculty member



EXCELLENCE IN BUSINESS COMMUNICATION

Recipients of the CBC's Excellence in Business Communication Microcredential have demonstrated a personal and professional commitment to excellence by successfully completing the Team Communication, Verbal Communication, and Written Communication Microcredentials.



START EARNING YOUR MICROCREDENTIALS TODAY!

Schedule a consultation, register for a workshop, or contact the CBC to learn more.

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