

Learning Need Codes

Professional Skills

1000 Professional skills

1140 Written communication skills, publishing

Wellness and Public Health

4000 Wellness and Public Health

4020 Community Program Development

Medical Nutrition Therapy

6000 Education, Training, Counseling

6050 Instructional materials development

Business and Management

7000 Business and Management

7120 Marketing

Food Service

8100 Recipe and food development

Research and Grants

9000 Research and Grants

9040 Proposal development, grant applications

9050 Publication, communication of research outcomes

Objectives

Participants will learn

1. the skills necessary to write for the public
2. where to find resources on how to write for the public
3. pros and cons of writing for a living including how much to expect to get paid
4. what are the personality characteristics of a freelance writer
5. about query letters and rejection
6. how to get started writing